

Model N

The state of **medtech** revenue in 2026



Closing the gap between list prices and net prices requires the effective management of pricing, rebates, contracts, and other revenue-impacting activities. Optimizing gross to net (GTN) is a strategic concern for medtech companies and a constant challenge.



of leaders agree that **GTN has become more complex** in recent years.



of leaders believe that addressing issues throughout the GTN lifecycle would **materially impact profit margins**.



of companies have **fully integrated their sales, rebate, and other GTN data** across their revenue management program.

So, what are medtech leaders doing to improve profitability?



96% of companies are using **AI solutions** in their revenue management programs.



59% of companies have mostly or fully **automated** contract compliance with commercial providers.



63% of leaders believe **data analytics** holds incredible promise for optimizing revenue operations.

See how else leaders are overcoming challenges with revenue optimization and compliance.

Download the 2026 State of Revenue Report today at www.modeln.com/state-of-revenue-report-2026/