Model N

Unifying Sales and Operations in Medtech



modeln.com

Contents

More data 3

More deals 5

More dialogue 7

More value 9

Bring innovation and efficiency to your selling process 11

Medtech manufacturers are constantly on the lookout for opportunities to improve sales engagement with healthcare providers, integrated delivery networks (IDNs), and group purchasing organizations (GPOs). More importantly, they need to maximize revenue from every deal.

Unfortunately, the cumbersome medtech selling process often thwarts these efforts.

- A lack of insights means field reps can't easily see if customers deserve a certain price based on their historical commitments.
- Because there's no price and product guidance, reps can't tell whether they're violating price floors or other price strategies established by corporate.
- Sales (front-office) and operations (back-office) systems aren't integrated, so every contract must be manually recreated in multiple systems.

These challenges lead to incorrect pricing, unauthorized incentives, and non-compliance with contract commitments – all of which have a significant impact on revenue. And they can also negatively impact healthcare provider satisfaction.

Siloed processes and information create unnecessary bottlenecks. As a result, responses to providers' common requests for price catalogs, rebate payments, credit-rebill analysis, and contract and amendment execution take much longer than they should. When customers finally get responses, there's a strong possibility they will contain pricing discrepancies and incorrect information.

It's time for a new approach – one that increases efficiency and communication between field sales and operations teams. By bridging the gap between the front and back office, you can generate more data, more deals, more dialogue, and more value.

With Deal Management, sales teams can engage proactively with customers, which in turn increases satisfaction, loyalty, and sales. Instead of firefighting sales requests, operations teams can focus on value-added tasks like analyzing data and evaluating deals. All this leads to tangible and positive business outcomes.

This ebook will identify key areas in the sales process that can benefit from this new approach.

© 2026 Model N, Inc. All rights reserved.

More data

Model N

© 2026 Model N, Inc. All rights reserved.

More data

Data gathering, reporting, and pricing management are often tedious processes that require extensive manual effort from the operations team. Furthermore, this intelligence isn't easily accessible to field sales teams. If sales is going to capitalize on the value of this information to facilitate top-line revenue growth, they must rely on operations.

Last-minute and ad hoc requests place undue stress on both teams: Operations teams end up working longer hours as they try to keep up with contract implementation and management and meet the sales team's demands. And sales cannot respond to customers as quickly as they should, placing strain on valuable customer and prospect relationships.

$10M

Better intelligence on pricing, eligibility, and contract compliance could increase your revenue by 0.5% to 1% – or by $10 million a year or more, depending on the size of your organization.

How do you put more data in the hands of sales and relieve the burden on operations?

Deliver real-time visibility into tiered pricing and rebate data directly to the sales team through their customer relationship management (CRM) application. Now they can track customer purchasing patterns and trends, address concerns, and analyze pricing and contracting data to ensure a deal is profitable from the start – without intervention from the operations team.

Armed with intelligence on pricing, eligibility, and contract compliance, sales can write better deals, enforce contracts, and reward your best customers. And that can really pay off: By enriching the application that sales teams spend most of their time in with more data, you can increase total revenue by 0.5% to 1% – or $10 million a year or more, depending on your organization's size.



© 2026 Model N, Inc. All rights reserved.

More deals

Model N

© 2026 Model N, Inc. All rights reserved.

More deals

The lack of automation, resources, and collaboration creates bottlenecks in the sales process. Compounding this issue, contracts are becoming more complex.

$2M

Automated tools can help you save more than $2 million a year if you employ 8 to 10 full-time employees for manual contract creation.

How can you help your sales teams accelerate time to market?

Provide sales with the tools they need to execute deals. Armed with current pricing, rebates, and fees, sales teams can streamline preapproved programs. This frees your operations teams to focus on more complex deals and value-added activities.

Effective pricing management reduces turnaround time for contracts and amendments by standardizing pricing and rebate structures and presetting terms and conditions.

Automated contract creation improves efficiency and helps save more than $2 million a year for higher-tier manufacturers that need to employ 8 to 10 full-time employees for manual contract creation. Plus, it eliminates the need to manually re-enter contracts in back-office applications, which is a time-consuming and error-prone process.



© 2026 Model N, Inc. All rights reserved.

More dialogue

Model N

© 2026 Model N, Inc. All rights reserved.

More dialogue

To prepare for meetings with providers, sales must reach out to the ops team – who, as you know, is busy implementing and managing contracts – to generate reports. Rolling 12-month sales, rebate trending, and net pricing analysis reports require significant time to prepare, review, and package for delivery.

How do you empower sales to make customer meetings more impactful, without creating more work for operations?

Put pricing, membership, and performance data and analytics in the hands of the field sales teams. With this information, they can foster deeper, more profitable relationships by holding more proactive discussions with providers:

- Analyze new activity within the account.
- Review rebate, tiered pricing, and capital equipment status, allowing providers to adjust purchasing activities to earn the pricing and incentives defined in their contracts.
- Better serve providers through upsell and cross-sell.
- Uncover sales anomalies.

Through always-available access to price books, sales teams can keep providers aware of their actual price, reducing price discrepancies and increasing provider satisfaction. And because they can respond to providers' requests much faster, relationships now have greater levels of trust and transparency.



© 2026 Model N, Inc. All rights reserved.

More value

Model N

© 2026 Model N, Inc. All rights reserved.

More value

The current medtech selling process is overly reliant on commercial operations teams for customer data and analysis. But there's a cost: Your operations team is likely stretched too thin. Ad hoc requests from sales distract them from on their jobs. As a result, they're overworked and stressed, yet slow turnaround times and unmet expectations remain.

Breaking down silos between sales and operations empowers these teams to spend more time on contract execution, management, and deal profitability analysis.

How do you create a better balance between sales and operations?

By breaking down silos between the front and back office, you can empower your sales team to be more proactive with providers and free your operations team to spend more time on contract execution, management, and deal profitability and analysis.

Your deal-to-contract process is now more streamlined. It will take less time to execute, which means more time is available for value-added tasks that directly and positively impact your business.



© 2026 Model N, Inc. All rights reserved.

Bring innovation and efficiency to your selling process

Model N

© 2026 Model N, Inc. All rights reserved.

Bring innovation and efficiency to your selling process

Model N Deal Management is purpose-built to alleviate the challenges that face sales and operations teams. Unlike solutions designed to support sales or operations independently, Deal Management brings these groups together to increase efficiency and improve provider engagement.

This innovative solution fits directly into Model N Revenue Cloud for Medtech and delivers:

- **On-demand intelligence** – Real-time contracting and pricing data and insights are embedded directly into the Salesforce® Platform or any leading CRM, helping drive value in your investment by ensuring your CRM is used.
- **Greater control** – Pricing letters, capital agreements, and approved incentives are available to the sales team, reducing their reliance on operations.
- **Integrated applications** – Sales-facing tools are connected to pricing and contracting systems, eliminating the need for duplicate entries and siloed processes.

With Deal Management, you can improve top-line revenue and enhance provider relationships by promoting proactive conversations about contract performance and preventing unwanted surprises that could disrupt future sales opportunities. Plus, through enhanced collaboration, you will eliminate friction and stress on your valuable operations and sales teams.

"Process improvements and delivery of data directly to the field represent a new approach to growing top-line revenue by integrating both revenue management and CRM applications."

– **Michael Townsend**, research director, Life Sciences Commercial Strategies, IDC

Model N

Ready to align your front- and back-office teams?

Schedule a meeting to see Model N Deal Management in action.

Schedule now

Salesforce is a trademark of Salesforce, Inc. and is used with permission.

© 2026 Model N, Inc. All rights reserved.

About Model N

For more than 25 years, Model N has been the leader in end-to-end commercialization, revenue optimization, and compliance for pharmaceutical and medtech innovators. Our intelligent platform, purpose-built solutions, and advanced analytics and AI automation are trusted by more than 110 of the world's leading companies. For more information, visit modeln.com.

Model N