AGGREGATE INSIGHTS

ModMed achieves double digit win rate increase with win-loss program

In order to achieve their goal of accelerating growth, ModMed needed to understand what was driving their sales successes - and more importantly, their losses - in the competitive electronic health records (EHR) space.

GOALS

Before partnering with Aggregate Insights, ModMed's understanding of what made or broke a deal was anecdotal, and usually shared only between a salesperson and their manager. They needed a way to understand the larger forces driving their success.

CHALLENGES

- Finding accurate, unbiased data on what was driving wins and losses
- Deriving actionable insights from internal sales team feedback
- Roadblocks and delays setting up an internal win/loss program

RESULTS

- Trusted, unbiased insights, delivered programmatically
- Broad dialogue into the reasons for wins and losses across all functional areas of the business, leading to critical changes to GTM strategy and tactics
- Easier and less expensive to administer than running a program internally
- Win rate increased by over 10 percentage points

COMPANY AT-A-GLANCE

COMPANY

ModMed

INDUSTRY

Healthcare Technology

COMPANY SIZE

1000+

HEADQUARTERS

Boca Raton, FL

WIN-LOSS AT MODMED

SOLUTION

After a thorough 3rd party evaluation to determine if a win/loss program was right for them, ModMed selected Aggregate Insights (AI) to develop and run their win / loss analysis program in spring 2021.

Aggregate Insights supports many aspects of the program: Recruiting participants, scheduling interviews, conducting in-depth, illuminating interviews, and synthesizing the input into practical, actionable takeaways.

Aggregate Insights uniquely assigns an industry subject matter expert and expert qualitative researchers to every win/loss program, ensuring that the right questions are asked, nuance is always uncovered, and the most valuable, non-obvious insights are surfaced.

Boyd, recognizing the value of deep subject matter expertise shares, **"We serve a fairly niche industry, and Aggregate Insights learning curve has been very quick."**

Pointed and unbiased insights were immediately actionable from the first readout. The arms-length nature of that program also proved valuable in driving internal consensus. Says Boyd, **"Having a third party perspective hits with a different weight than any one individual internally."**

Now in its 3rd year, ModMed's win/loss program powered by Aggregate Insights continues to show value, acting as the catalyst for adjustments to go-to-market strategy and tactics.

IMPACT

Aggregate Insights' win/loss program for ModMed has provided detailed, actionable insights into the reasons for wins and losses, and enabled ModMed's cross-functional teams to collaborate around a consistent set of data points to fine-tune their GTM.

Ultimately, working with Aggregate Insights has helped ModMed accelerate their growth and develop a more efficient sales process, increasing their rate of won deals by over 10 percentage points, driving significant topline revenue growth.

Building on their strong partnership, Aggregate Insights now supports ModMed on other critical sales and marketing initiatives as well, including messaging and sales enablement.

> We have actually improved our win rates across the business by over 10 percentage points during the time that we've engaged Aggregate Insights.

Brian Boyd
ModMed Chief Revenue Officer