

MEDTECH CASE STUDY



Drove Enterprise Growth, Delivering a Strategic Exit for Investors.

CLIENT SNAPSHOT

A leading private manufacturer and distributor of medical and ergonomic products, backed by 50+ years of expertise.

Revenue: \$60–80M

Industry: Medical Equipment Manufacturing

Markets: Hospitals (Acute Care) → Nursing Homes, Rehab, Home Health (Post-Acute)

Location: United States

THE PROBLEM

While Acute Care thrived, our client's Post-Acute segment was bleeding customers:

15% annual churn → Leaking revenue.

Ghost accounts → No alerts for at-risk clients.

One-and-done buyers → No nudges, no follow-ups, no second chances.

Teams worked in silos → A lack of structured customer engagement.

APPROACH – 3D GROWTH ENGINE

- **Defined** risk with data → 200+ at-risk accounts flagged, customers tiered, and teams aligned to.
- **Deployed** SWAT → teams with playbooks, pods, and account guardians to revive 50+ lapsed accounts and protect at-risk clients.
- **Delivered** churn-proof systems → saving 12% of lost accounts in 60 days with reactivation campaigns, faster support, and real-time alerts

In 8 months

8X ROI

4 MN revenue delivered

Pipeline

\$5M+

New sales opportunities

Revenue growth

\$4M+

New revenue created

Recovered customers

\$1.2M+

Recovered 12% churn customers

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