

Maximize Your Growth Potential With VGM Market Data

VGM Market Data provides exclusive access to the largest and most comprehensive claims database in the country, helping you better utilize your sales and marketing resources in the right place.

See how VGM Market Data has impacted the success of one of VGM's vendor partners, Trace Medical.



Using Data to Expand Your Business Without Adding Sales Personnel



By Elliot Campbell, EVP and Chief Commercial Officer, Trace Medical

If you could visualize the potential of the market that you're in, would you? The adage of "fish where the fish are" is incredibly relevant in today's data-driven sales and marketing environment. Using data to help guide sales and marketing strategies has become important to remain competitive.

Trace Medical prides itself on our ability to develop and utilize cutting-edge technology to efficiently support our growing customer base. To that end, after receiving the VGM Market Data demonstration, we knew that Market Data was a necessary tool that would allow us to efficiently aggregate, review, and analyze the data that was available to us.

For many years, VGM Market Data has offered access to the largest and most comprehensive claims database in the country, allowing users to pinpoint growth opportunities in certain markets. In today's data-fragmented environment, the quality of VGM Market Data is obviously second to none compared to other options.

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VGM Market Data has allowed us to expand our presence nationally in a focused, well-organized, and strategic manner. We reached out to Ryan Ball with VGM Market Data to purchase data on ventilation and oxygen. Our goal was to have access to data that would allow us the ability to direct our commercial resources efficiently and accurately to potential customers that could benefit from our value proposition.

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Having access to this data has paid for itself. It has allowed our commercial resources to refine their call points to potential customers that can benefit from Trace Medical's value proposition. It has allowed us to understand areas more accurately for penetration improvement throughout the country.

Market Data has also provided us the ability to optimize our commercial efforts in a way that allows for significant growth without the addition of head count. Prior to having access to VGM Market Data, our team would call on customers we thought could potentially benefit from our rental programs. Now, we have the knowledge on which customers can certainly benefit from our rental programs, saving our team time and money.

ABOUT THE AUTHOR

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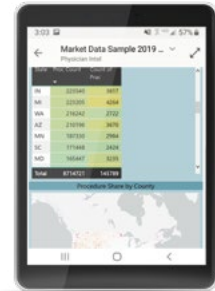
Elliot Campbell leads the commercial strategy, branding, and business development for Trace Medical. With over 25 years of experience in medical rentals throughout the entire continuum of care, Elliot prides himself on Trace's well-deserved reputation as being the experts in ventilation rentals throughout the country. Elliot and his wife, Melanie, have been married for 15 years and have two sons, Griffin and Everett. In his free time, he enjoys traveling and coaching his sons in their favorite sports.

Learn more and request a demo at www.vgmmarketdata.com.



VGM Market Data

MAXIMIZE REFERRALS AND IDENTIFY NEW GROWTH OPPORTUNITIES



Our data visualization tool combines data analysis and sales enablement into a single map, accessible anywhere via desktop, mobile, or tablet.

Upgraded features allow you to:

- ✓ Identify high-volume prescribers of DME products across all payer types
- ✓ Quantify current market share and volumetric opportunity by state, county, or practitioner
- ✓ Discover and compare commercial payer reimbursement rates

GET STARTED TODAY!

Harness the power of the nation's largest and most comprehensive DME claims database and put your data to work.



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