

Case Study: **PhotonBlade**

Innovative on-demand sales model shatters growth record for medical device company.



OVERVIEW

When you combine technology and innovation, it's easy to see how the market of electrosurgical devices would cross 72 billion by 2026. PhotonBlade, one of the most intuitive and efficient electrosurgical devices in the field, experienced just that with a surge of growth after the implementation of Rep-Lite®'s on-demand sales model.

PhotonBlade is a premier, state-of-the-art electrosurgical device with illumination that delivers flawlessly precise energy with low thermal spread. PhotonBlade consistently works in favor of physicians and its patients. Still, the issue at hand stemmed from a lack of sales resources and its territory coverage, competitive threats, and crowded space, not to mention the need for sales representatives in the room with surgeons.

A strategic commercialization approach was crucial, and that's where Rep-Lite® came to bat for Invuity, Inc.



APPROACH

Rep-Lite® realized the urgent need to place top-quality sales associates in specific areas to help drive the current business and expand to new hospitals.

Rep-Lite® quickly went to work using its modern system of reaching more than 350 job boards and implementing a unique talent acquisition process.

Rep-Lite® recruitment rapidly scouted for the medical device field's best talent and successfully hired 20 top Rep-Lite® sales associates, strategically placed team members in a key geographical area, all within a month. Placing these associates in the room with surgeons provided better customer service, support, and education for the surgeons and it organically curated a recurring sales flow and demand.



We reached out to Rep-Lite® to see if there was a potential program in which they could help us to free our sales reps up and provide them with more time. Rep-Lite® decided to place 20 territory associates in strategic geographies within 30 days.
—Sales Management, Invuity, Inc.





RESULTS

PhotonBlade experienced record-breaking sales growth in its greenfield locations with the implementation of Rep-Lite®'s sales model. In a single quarter, PhotonBlade recorded a 76% territory growth, with Rep-Lite® representatives showcasing a 40% increase in revenue than territory without Rep-Lite® representatives.

Sales accounts recorded a 39% increase in a single quarter with Rep-Lite® representatives compared to accounts without Rep-Lite® representatives, which saw only a 10% increase.



CONCLUSION

Leadership at Invuity, Inc., knew the opportunity PhotonBlade served in the field of medical solutions, and Rep-Lite® understood the potential to increase patient outcomes.

By discovering the importance that sales representatives played in fulfilling the surgeons' needs, Rep-Lite® managed to successfully bridge the gap between the two, bringing a spotlight to the advanced electro-surgical device.

By inserting 20 Rep-Lite® territory associates in strategic geographies within 30 days, territory sales jumped over 70% in the first quarter, elevating recurring revenue business by 40% in a single quarter.

In conclusion, the modern, on-demand Rep-Lite® sales model shattered PhotonBlade's growth record.



Territory Analysis

+76%
growth

(ASM Territory with Rep-Lite® PBS)

+31%
growth

(ASM Territory without PBS)



Account Analysis

+39%
growth

(ASM Account with Rep-Lite® PBS)

+10%
growth

(ASM Account without PBS)



The return on investment is amazing, and we will continue to partner with Rep-Lite® based on the results we are continuing to witness.

—Sales Management, Invuity, Inc.

