

# Allscripts: New Product + New Market = New Sales Team

## Acquirent Case Study

Acquirent successfully sold for Allscripts (publicly traded on NASDAQ, Ticker: MDRX) for over two years. This was a classic case of *product segmentation*.

Allscripts sells an enterprise “Electronic Medical Record” software and a “Practice Management System” to hospitals and clinics all over the country. These enterprise sales tend to have long sales cycles and high price points, usually with a sticker price of over \$250,000.

At the time, Allscripts had roughly 60 sales professionals focused on selling these solutions. In order to get into the smaller physician practices (2-30 prescribing physicians) Allscripts developed a lower price-point offering. This was called “Electronic Prescription Software” (EPS). “EPS” was marketed to all doctors in that target segment to prescribe meds over a secure network using a PDA or laptop computer.

The sales cycle on the electronic prescribing software was significantly shorter (2-8 weeks) and the cost was an annual license of just under \$1,000 per prescribing physician.

Allscripts believed that the 2-30 physician offices were as important as the larger hospitals and clinics because EMR software would eventually become commoditized driving down the price of the software and making it affordable for these smaller medical practices.

The end result was that they needed to segment the markets and ensure that adequate focus was given to the 2-30 physician offices.

Their existing sales force however, selling the EMR solution, would be distracted with this sale. In addition, the existing enterprise sales force did not *want* to sell the lower price point software because the commissions in the software were light compared to what they were used to receiving. They needed salespeople who could *dedicate* themselves to targeting a specific market.

Enter Acquirent and outsourced sales. In the words of Allscripts Chairman and CEO, Glen Tullman,

**“At Allscripts, we’ve used Acquirent as both a ‘force multiplier’ and a way to target specific opportunities. We’ve been very pleased with the measured results we have achieved and the objectives we’ve accomplished.”**

Over the course of two plus years working with Allscripts, Acquirent sold over 5,000 units of Electronic Prescribing Software in over 20 states, while allowing the corporate enterprise sales team to go about their business undistracted.



**Glen Tullman**  
Allscripts CEO

### Industry:

Healthcare Technology

### Solutions:

The leading US provider of clinical software, connectivity and information solutions that physicians and other healthcare professionals use to improve patient care.

### Why Acquirent?

- **Money:** Hiring and managing a sales team would have added to their overhead costs considerably. We lowered it!
- **Experience:** Instead of spending their resources training inside sales people, Allscripts partnered with a team that already had experience and expertise in hiring, training, and managing a sales force.
- **Market Knowledge:** Immediate access to the market—we already sold into a variety of market segments that could be leveraged for Allscripts.
- **Reporting:** We provided Allscripts with the tools that allowed them to accurately evaluate the success of their campaign.

