

Transforming data into actionable insights

Market Access & Custom Analytics (MACA)

Intuitive MACA management consultants collaborate with hospital leadership to pinpoint and resolve challenges. MACA works with you to evaluate the current state of your da Vinci® program, identify opportunities, provide recommendations that align with your goals and objectives, and connect you to value-enhancing services through the Intuitive Unified Ecosystem to help implement meaningful, evidence-based change.

Contact your Intuitive representative to learn more.

Three strategic areas of focus



Program value analysis

Clinical, financial, and operational feasibility, benchmarking, best practice identification



Infrastructure optimization

Maximizing da Vinci system utilization, block utilization and management, inventory management and carrying costs



Growth strategies

Open to minimally invasive surgery with da Vinci, outpatient migration, referring physician network engagement



5,600+

Change management engagements with U.S. hospitals¹

1,200+

U.S. hospitals have engaged with MACA¹

260+

U.S. integrated health systems have engaged with MACA¹

1. Data on file with Intuitive, 10/2018 to 9/2023.

Important safety information

For important safety information, please refer to intuitive.com/safety. For a product's intended use and/or indications for use, risks, full cautions and warnings, please refer to the associated User Manual(s).

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