The healthcare industry as a whole is focused on delivering better outcomes to patients at a better cost. While comprised of a wide variety of subverticals, the need for improved staff collaboration, patient engagement, and health data security are consistent.

CONVERSATION ROADMAP

Engage your buyers in a clear, consistent, and memorable way. Accelerate your buyer's decision by challenging assumptions with new perspectives, establishing yourself as a trusted authority, and clarifying the case for taking action. **Why COMPANY Solutions for Healthcare?**

ICE BREAKER

It's hard for healthcare teams to talk. 85% of first-attempt voice-only calls fail in healthcare environments.

THE BREAKDOWN

Are you struggling with **siloed collaboration, communications without compliance, rising maintenance costs,** and **increased patient engagement requirements?**

THE TURN

What if you could **elevate communications** while **ensuring security and compliance, extend capabilities** while **growing and scaling,** and **innovate staff and patient experiences** by capitalizing on the cloud?

THE BREAKTHROUGH

Consider **COMPANY: A Platform for Healthcare Communications**
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PROOF POINTS

Visit COMPANY.com for details highlighting the success has delivered.

KEY MESSAGES

To remain profitable and add new customers and patients in today's healthcare landscape, healthcare organizations can rely on modern cloud communications solutions from COMPANY to help improve performance in an efficient and compliant fashion.

Improve access, response, and performance

COMPANY empowers healthcare organizations to add capabilities that improve patients' access and response times while maximizing staff utilization.

Increase touchpoints with friendly, future-proof features

Whether it's adding webchat to patient portals or empowering clinicians to text their patients, *COMPANY* continuously improves features to drive deeper engagement—and better outcomes.

Unify care communications

Experience the power and efficiencies of consolidating communication tools and improving access to staff, patients, and data—all through encrypted communications.

Elevate healthcare communications compliance and security

COMPANY's HITRUST CSF certified solutions improve engagement while being compliant and secure—we have the documentation and certifications to prove it.

DISCOVERY QUESTIONS

You can make your prospect the catalyst that will improve customer and patient engagement while streamlining operations and proactively ensuring compliant communications.

Some questions to consider asking your prospect include:

1 Describe the communication tools you currently use to collaborate between teams and locations.

2 What methods do your patients/customers use to communicate with you? Are those methods managed in a unified way?

3 How do you currently secure protected health information (PHI) across your communications channels?

4 How do you leverage reporting and analytics to improve patient/customer engagement and support staff resourcing?

5 What are the best features of your current communications stack? What features are lacking?

6 Does your infrastructure extend beyond your premises to the cloud?

7 How would you characterize the TCO for your communications platforms and tools? Is it higher than you think it should be? How does it compare to your peers within healthcare?

COMPETITIVE LANDSCAPE

For more information, check out our InfoCentral Compete reference site.

COMPETITOR 1
Struggles to innovate; stalled growth

COMPETITOR 2
Legacy provider dealing with recent bankruptcy

COMPETITOR 3
Incomplete hybrid solution reliant on multiple vendors to service customers

COMPETITOR 4
UCaaS provider that struggles with support, onboarding, and service quality

COMPETITOR 5
Expensive legacy provider with multiple hybrid options for customers migrating to cloud