

# OPPORTUNITY OVERVIEW

## ABC Healthcare Urology Center 2019 Loss

Organization	Urology Centers
Contact	John Smith
Title	Director of IT
Close Date	September 18, 2019
Opportunity Owner	Ken Jones
Amount	\$3,125,000
Winning Vendor	XYZ Healthcare
Competitors	ABC, XYZ

# OPPORTUNITY DETAILS



## REASONS FOR LOSING

### SOLUTION.

The buyer indicated that the biggest reason they went with XYZ, was because XYZ's solution scored better in a couple of key areas. These key areas include reporting, billing, scheduling, and templates. XYZ outperformed ABC in both the reporting and scheduling features, as seen in the scores below. The buyer also determined that XYZ's solution was easier to use and exhibited better integration capabilities.

### TEAM.

The buyer said that their experience with the XYZ's sales team was better than their experience with ABC's. They felt that XYZ's sales team demonstrated a deeper understanding of their problem and matched the solution to their needs.

### INPUT

The buyer said XYZ's sales team responded quicker to the requests and questions compared to ABC's team.

### COMPANY.

Buyer also felt that XYZ's capabilities were stronger because they provided stronger customer references.

## OVERVIEW

What were the top things you based your decision on?

I would say the cost. Cost is brought up quite a lot. Honestly, it boils down to the clinic part. How efficiently we are getting lab results in, once patients are finishing their appointment with the doctor, how soon can we close out their notes. That's the issue we are experiencing right now. When the patient is leaving the doctor and the doctor doesn't close out the note or order. They send it to the lab, the lab has to basically guess what the ICD code is and sometimes it will be kicked back. We can go back and correct it but that is defeating the purpose. Technology should make it easier.

Primary Decision Drivers include:

1. Cost -
2. Clinical Workflow
3. Solution Functionality - ability to create templates
4. Ease of use

Why did you choose XYZ Healthcare?

XYZ had a slightly better solution, specifically the ability to create templates. But our doctors also thought XYZ was easier to use. The sales team also seemed to be more responsive to our requests. Ultimately we felt that it was a safer choice.

Why didn't you choose ABC Healthcare?

Creating templates was more difficult with ABC than XYZ. So we felt the solution wasn't as good. Plus the sales team didn't quite answer the some of our questions.

Who was involved in making the decision?

Our CEO, CFO, IT Director, and a couple of doctors.

How satisfied are you with your decision?

Right now we are pretty satisfied with the selection.

## SOLUTION

What features/functionality is most important to you?

Definitely, we need robust reporting. We utilize a lot of marketing, we're sending out a lot of research studies and checking back with patients. I liked that in your demo, your system can pull information on those patients we haven't seen in a couple of months. That's kind of cool that we can expect that if we go with ABC.

I have a few department heads that are very wary about switching because right now they are doing a lot of extra work and it's like are we going in the same direction where they are doing the same amount of work on a different system and then there is the learning curve. So I know I can't please everyone, but I am trying. I am trying to get the department heads to give me their specific needs.

Also the billing and accounting department is definitely going to be a big aspect. I have heard some things, not about you, but about other EMRs where their billing was not up to par and they were actually losing money. So we definitely do not want to go in that direction.

	ABC HEALTHCARE	XYZ HEALTHCARE
REPORTING	7	9
BILLING	8	8
SCHEDULING	8	9
	ABC HEALTHCARE	XYZ HEALTHCARE
SOLUTION EASE OF USE	7	9
INTEGRATION / INTEROPERABILITY	8	9
EASE OF IMPLEMENTATION	7	8
OVERALL SOLUTION QUALITY	7	9

## COMPANY

Why did you include ABC Healthcare?

They have been around for a long time as one of the lead companies and felt that we needed to include them.

What are XYZ's Strengths?

XYZ Healthcare had a better solution and aligned better with what are needs are. Plus their sales team was more responsive.

What are ABCs Strengths?

ABC has been around for a long time and have a good market reputation. In addition, they have an understanding of our industry.

On a scale of 0-10, Rate the following

	ABC HEALTHCARE	XYZ HEALTHCARE
STRENGTH OF COMPANY'S CAPABILITIES	7	9
FINANCIAL STRENGTH	8	8

## RISK

On a scale of 0-10, Rate the following

	ABC HEALTHCARE	XYZ HEALTHCARE
COMPANY REPUTATION	9	9
QUALITY OF CUSTOMER REFERENCES	8	10

## INPUT

On a scale of 0-10, how responsive was ABC's sales team?

	ABC HEALTHCARE	XYZ HEALTHCARE
RESPONSIVENESS	7	10

I'd say they were okay, but not as responsive as XYZ. It was just minor items, but a couple of times we asked for work arounds and it took a long time for them to get back to us.

## PRICE

How did XYZ's pricing compare to ABC's?

	MUCH LESS
	LESS
X	SIMILAR
	MORE
	MUCH MORE

## TEAM

Compared with the sales teams of the other firms that you seriously considered, what did the ABC Healthcare's team do well? Not as well? ABC's presentation was good, but they fell short because they didn't address all of our needs and concerns. When we had a question, sometimes they took a long time to respond.

Rate the following, Scale of 0-10

	ABC HEALTHCARE	XYZ HEALTHCARE
OVERALL COMMUNICATION	7	9
UNDERSTANDING YOUR NEEDS	8	9
SOLUTION KNOWLEDGE	9	9
QUALITY OF PRESENTATION	8	9

What could ABC's sales team have done better?

They could respond better to our requests and address all our needs and concerns.

# OPPORTUNITY RECOMMENDATIONS

## SOLUTION

Review the solution capabilities and ease of use with reporting features to determine if there are areas that can be improved. The reporting feature had the biggest performance gap compared to ABC's solution. In addition, the buyer mentioned the ability to create templates was more difficult than XYZ's solution.

## TEAM

Based on the feedback above, consider coaching the sales team on qualifying sales opportunities and effective communication, including the importance of a timely response.