Welcome!

We're glad you're here.

We'll kick off the webinar shortly.

Introduce yourself in the chat and let us know what you'd like to take away from our event today.

REDOX^

SHORTLIST MAKERS

How to turn healthcare CFOs into your solution champions

George McLaughlin
Director of Solutions Marketing
Redox

March 16 2pm ET

Reserve your seat

What we'll cover today

- Why focus on the CFO?

- Current financial pressures

- Digital priorities for 2023

- Tech categories getting increased investments

- The interoperability factor

- CFOs' favored metrics

- Strategies to reduce perceived risk

To **position** an image, click-and-drag it into place, and/or select the image and move it by using the arrow buttons on the keyboard.

To **proportionally scale** an image, click-and-drag one of its corners.

To **crop** an image, double-click it, and use the black handles to change its margins. If you crop the image in front of this gray placeholder, a red guide will be displayed when you are aligned with the placeholder.

To **add the bevel** to an image,

1. go to **Slide > Edit theme**
2. click the white triangle
3. go to **Edit > Copy**
4. return to the slide with the photograph
5. go to **Edit > Paste**

Quick poll

How confident are you in proving your solution's value to health system CFOs?

Why CFOs?

84%

CFOs expect to more involved in tech strategy this year than in 2022.

CFO 2023 Outlook Survey, CFO.com

The most difficult year

50%
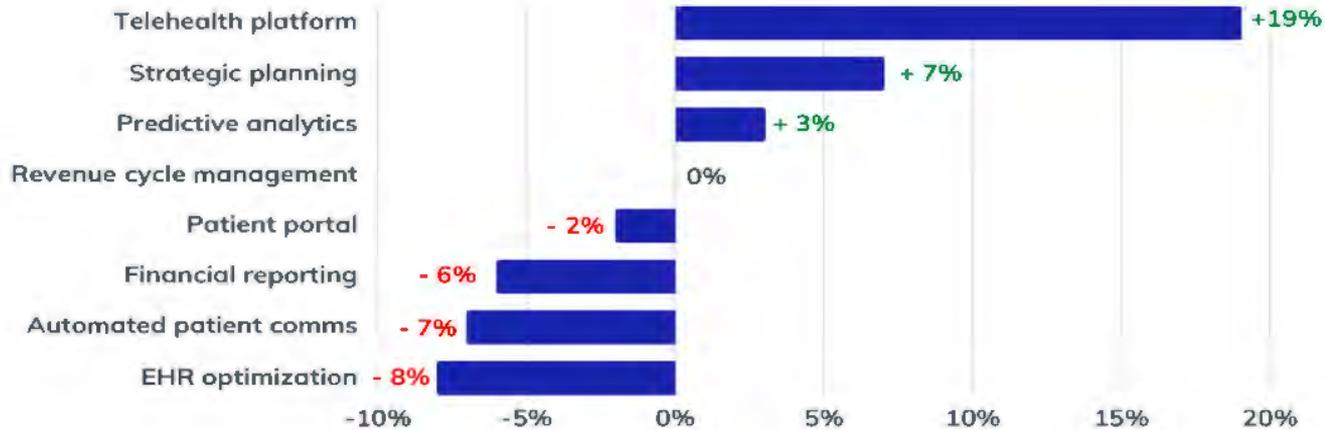
U.S. hospitals ended 2022 with a negative margin.

Kaufman Hall via Fierce Healthcare

Quick poll

Which tech category do the most healthcare CFOs say they're <u>increasing</u> their investment in?
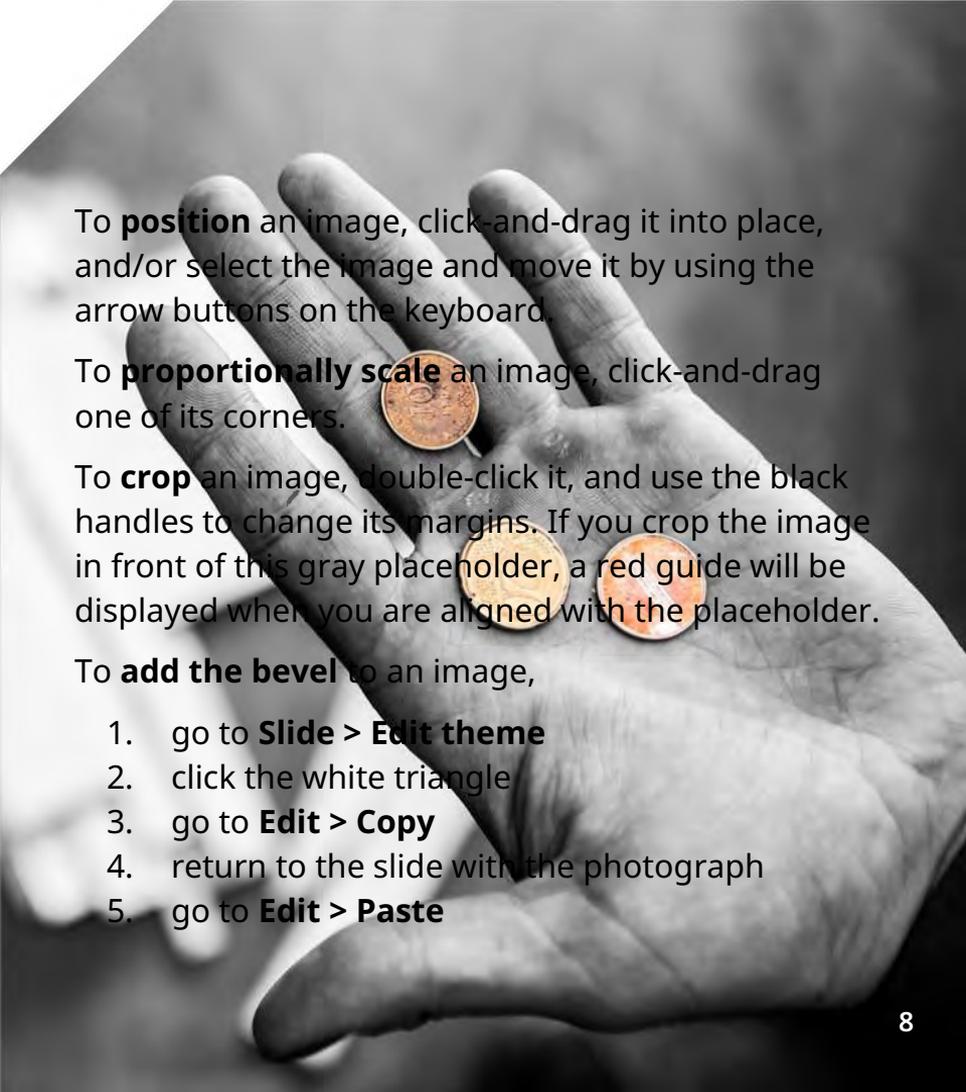
Net change in tech investments for 2023

"2023 BDO Healthcare CFO Outlook Survey: Healthcare's Challenging Road Ahead." BDO, January 30, 2023.

"Just because something is in the budget doesn't mean it's going to resonate with me."

Michael DiFilippo
CFO
Invoca

To **position** an image, click-and-drag it into place, and/or select the image and move it by using the arrow buttons on the keyboard.

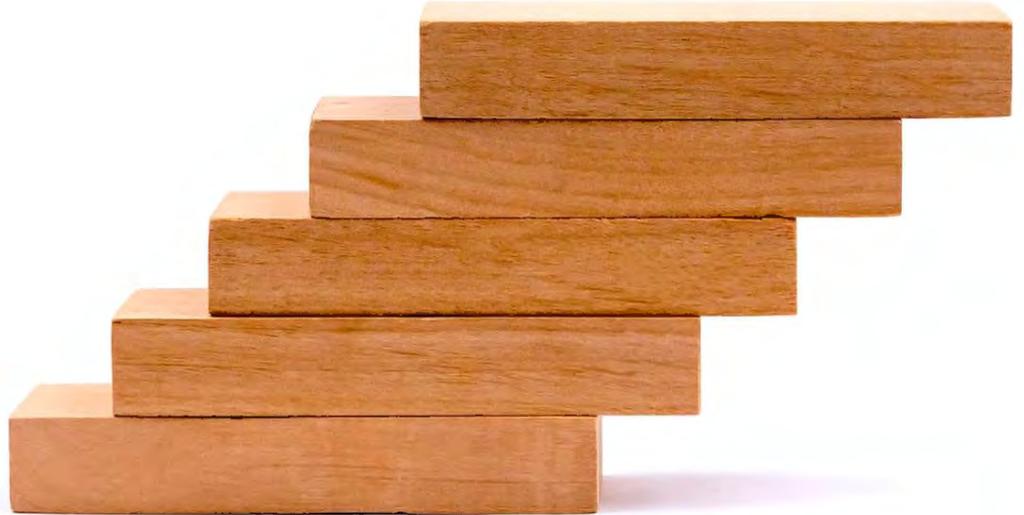To **proportionally scale** an image, click-and-drag one of its corners.

To **crop** an image, double-click it, and use the black handles to change its margins. If you crop the image in front of this gray placeholder, a red guide will be displayed when you are aligned with the placeholder.

To **add the bevel** to an image,

1. go to **Slide > Edit theme**
2. click the white triangle
3. go to **Edit > Copy**
4. return to the slide with the photograph
5. go to **Edit > Paste**

CFO value drivers to emphasize in your pitch

- Reduce costs

- Maximize productivity

- Efficiently **grow revenue**

- Mitigate risks

- Reduce customer churn

Top ways CFOs evaluate solution investments

- Low cost of implementation

- Quick ROI

- Low total cost of ownership

- Compatibility with existing systems
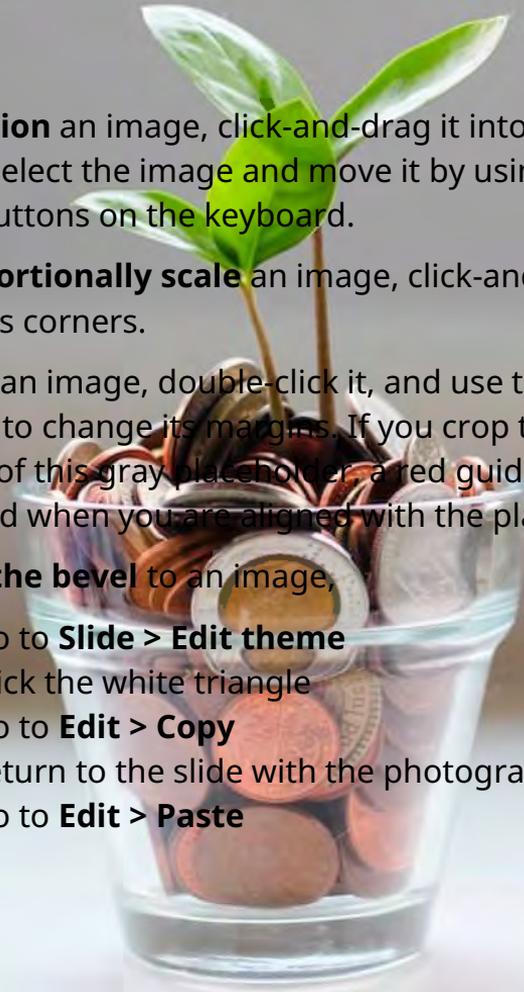
CFO 2023 Outlook Survey, CFO.com

To **position** an image, click-and-drag it into place, and/or select the image and move it by using the arrow buttons on the keyboard.

To **proportionally scale** an image, click-and-drag one of its corners.

To **crop** an image, double-click it, and use the black handles to change its margins. If you crop the image in front of this gray placeholder, a red guide will be displayed when you are aligned with the placeholder.

To **add the bevel** to an image,

1. go to **Slide > Edit theme**
2. click the white triangle
3. go to **Edit > Copy**
4. return to the slide with the photograph
5. go to **Edit > Paste**

Interoperability weighs heavily in tech decisions

71%

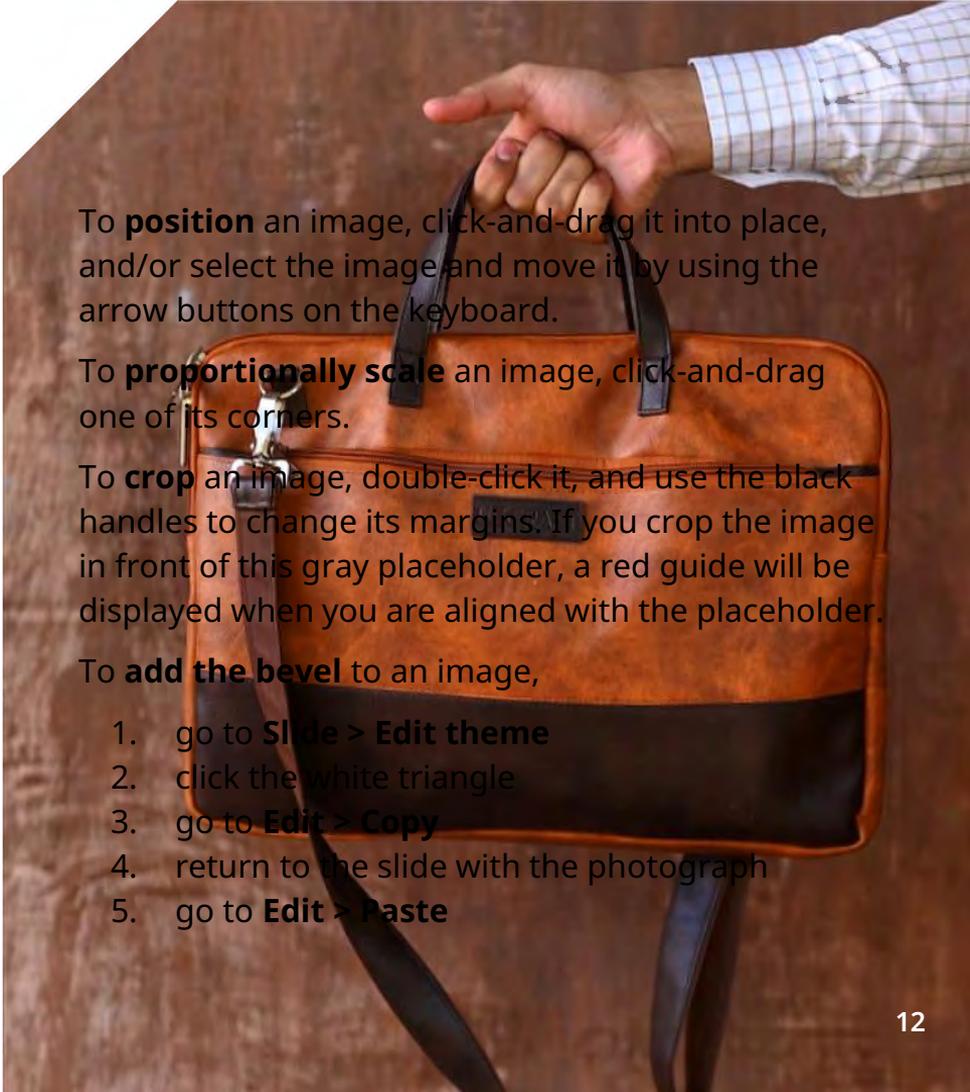Providers look to their EHR vendors for new solutions before looking to others

"[2022 Healthcare Provider IT Report: Post-Pandemic Priorities.](#)"
Bain & Company and KLAS Research, October 2022.

How to get access to the CFO

Sell through a **champion**.

Choose someone with a **good financial reputation** within the organization.

To **position** an image, click-and-drag it into place, and/or select the image and move it by using the arrow buttons on the keyboard.

To **proportionally scale** an image, click-and-drag one of its corners.

To **crop** an image, double-click it, and use the black handles to change its margins. If you crop the image in front of this gray placeholder, a red guide will be displayed when you are aligned with the placeholder.
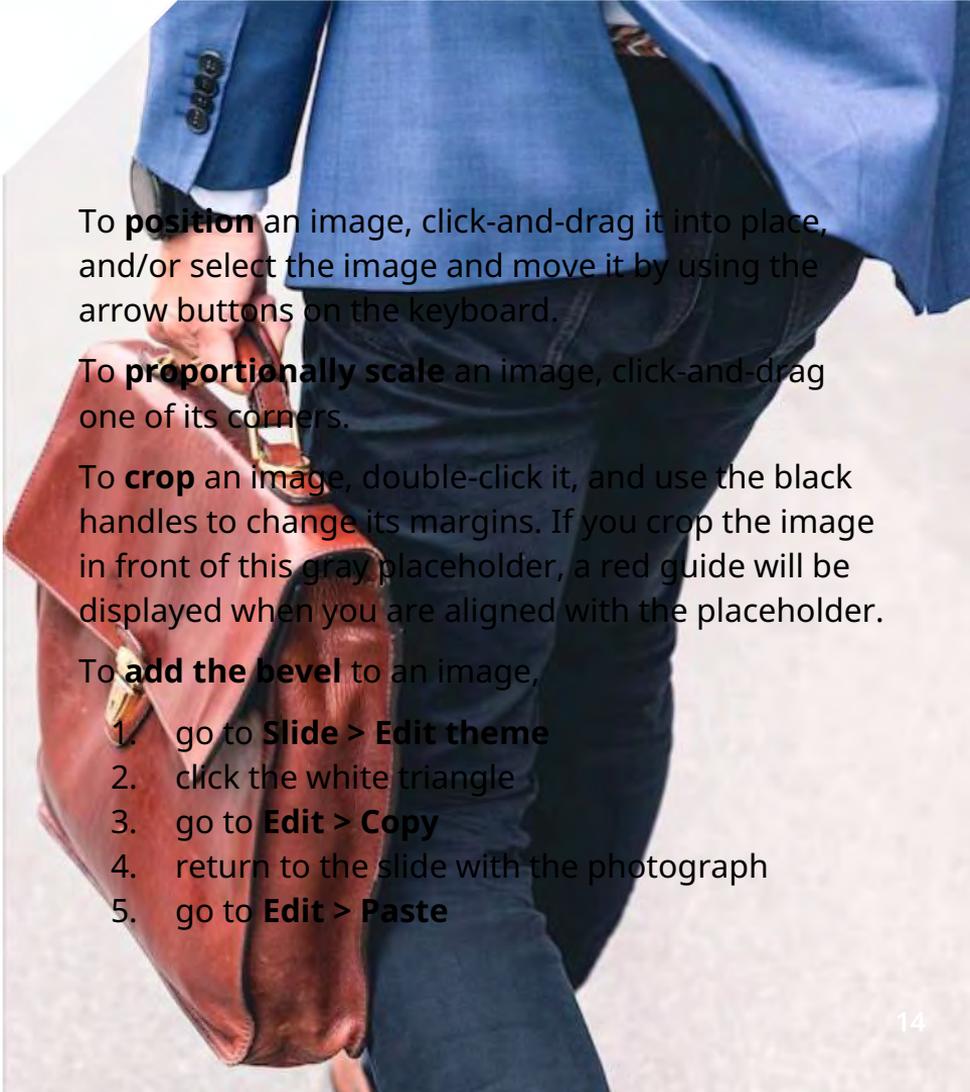
To **add the bevel** to an image,

1. go to **Slide > Edit theme**
2. click the white triangle
3. go to **Edit > Copy**
4. return to the slide with the photograph
5. go to **Edit > Paste**

Quick poll

How do you currently create a business case for a CFO prospect?

What makes a champion credible?

- They co-author the business case

- They run the numbers (including expected ROI)

- The technology maps back to the CFO's value drivers

- They're willing to be on the hook for the ROI

To **position** an image, click-and-drag it into place, and/or select the image and move it by using the arrow buttons on the keyboard.

To **proportionally scale** an image, click-and-drag one of its corners.

To **crop** an image, double-click it, and use the black handles to change its margins. If you crop the image in front of this gray placeholder, a red guide will be displayed when you are aligned with the placeholder.

To **add the bevel** to an image,

1. go to **Slide > Edit theme**
2. click the white triangle
3. go to **Edit > Copy**
4. return to the slide with the photograph
5. go to **Edit > Paste**

14

CapEx vs. OpEx

Reduce the CFO's perceived risk.

To **position** an image, click-and-drag it into place, and/or select the image and move it by using the arrow buttons on the keyboard.
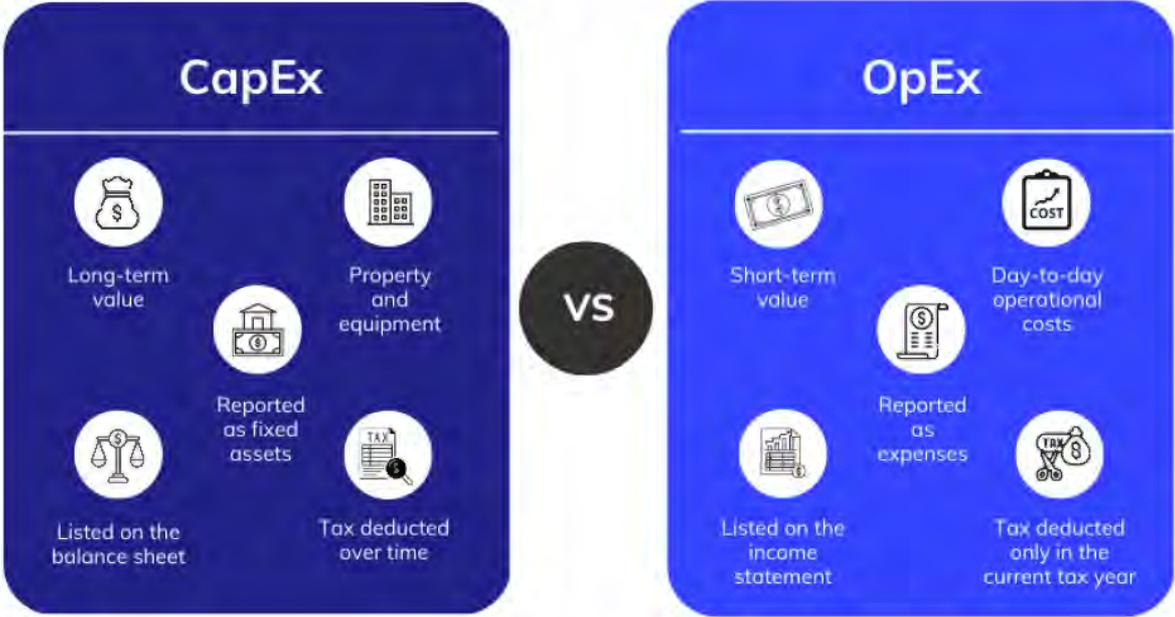
To **proportionally scale** an image, click-and-drag one of its corners.

To **crop** an image, double-click it, and use the black handles to change its margins. If you crop the image in front of this gray placeholder, a red guide will be displayed when you are aligned with the placeholder.

To **add the bevel** to an image,

1. go to **Slide > Edit theme**
2. click the white triangle
3. go to **Edit > Copy**
4. return to the slide with the photograph
5. go to **Edit > Paste**

Interoperability risk

- Show your integration track record across EHR vendors and other digital health tools

- Emphasize your tech expertise (in-house and/or with integration partners)

To **position** an image, click-and-drag the image, and/or select the image and move it with the arrow buttons on the keyboard.

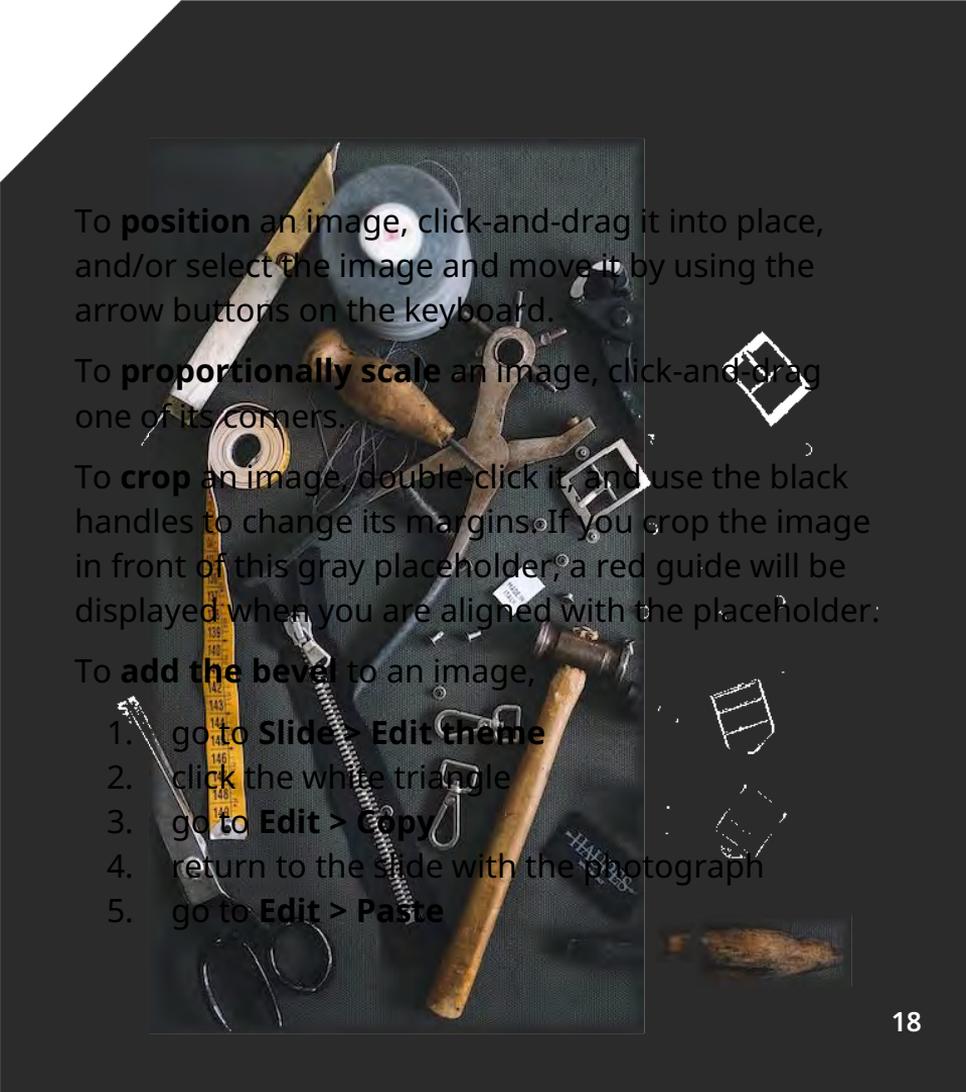To **proportionally** scale an image, click-and-drag one of its corners.

To **crop** an image, double-click it, and use the black handles to change its margins. If you drag the image in front of this gray placeholder, a red guide will be displayed when you are aligned with the placeholder.

To add **the** bevel to an image,

1. go to **Slide > Edit theme**
2. click the white triangle
3. go to **Edit > Copy**
4. return to the slide with the photograph
5. go to **Edit > Paste**

Implementation risk

- Create a detailed project plan

- Identify owners, timeline, and metrics

- Develop the plan before the deal closes

- Provide extended professional services support

To **position** an image, click-and-drag it into place, and/or select the image and move it by using the arrow buttons on the keyboard.

To **proportionally scale** an image, click-and-drag one of its corners.

To **crop** an image, double-click it, and use the black handles to change its margins. If you crop the image in front of this gray placeholder, a red guide will be displayed when you are aligned with the placeholder.

To **add the bevel** to an image,
1. go to **Slide > Edit theme**
2. click the white triangle
3. go to **Edit > Copy**
4. return to the slide with the photograph
5. go to **Edit > Paste**

Financial risk
Purchase options

- Offer contracts with shorter duration

- Offer leaner versions of your solution

- Propose a trial period

- Deploy in a single department or with a smaller number of users

- Present a growth plan: After the trial, they can expand usage as ROI (or payback term) is proven

To **position** an image, click-and-drag it into place, and/or select the image and move it by using the arrow buttons on the keyboard.

To **proportionally scale** an image, click-and-drag one of its corners.

To **crop** an image, double-click it and use the black handles to change its margins. If you crop the image in front of this gray placeholder, a red guide will be displayed when you are aligned with the placeholder.

To **add the bevel** to an image,

1. go to **Slide > Edit theme**
2. click the white triangle
3. go to **Edit > Copy**
4. return to the slide with the photograph
5. go to **Edit > Paste**

Financial risk
Finance options

- Offer net terms

- Provide a spending plan where they spend low during a period and increase spend afterwards

- Shift from a large upfront investment to a longer-term subscription

- Offer a discount for paying early or prepaying

To **position** an image, click-and-drag it into place, and/or select the image and move it by using the arrow buttons on the keyboard.

To **proportionally scale** an image, click-and-drag one of its corners.

To **crop** an image, double-click it, and use the black handles to change its margins. If you crop the image in front of this gray placeholder, a red guide will be displayed when you are aligned with the placeholder.

To **add the bevel** to an image,

1. go to **Slide > Edit theme**
2. click the white triangle
3. go to **Edit > Copy**
4. return to the slide with the photograph
5. go to **Edit > Paste**

While saving money is important, you should also emphasize how your solution helps the CFO make money.

How Redox can help

www.redoxengine.com