

Pain Points

Quality and Safety, Prioritizing urgent cases, finding incidentals, improving Rads and physician efficiency, scale to the enterprise.

1

DISCOVERY

VALIDATE

2**Tools & Resources**

References Dr. Bruce of UW Health, SSM SLU site visits, case studies, AI Ops team, AI Path Discussions, and ability to provide answers to questions.

Objection Handling

Our competition was Nuance PIN - we handled the objection process by reiterating we are proven in facilities across the US.

3

COMPETITOR

ROI

4**Value of Investment**

The ROI was critical during budget approval, relaying to the Executive sponsor and then CFO. Reduction in LoS is a very important initiative for Mercy.

Championing Selling

Vice Chair of Radiology, Mercy AI Subcommittee, Executive Rad. Director, Chief Data AI Officer, Director of Precision Medicine, CIO, and VP of Enterprise Imaging.

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TRUST

VOC

6**Decision Making**

Vice Chair of Radiology, Mercy AI Subcommittee, Executive Rad. Director, Chief Data AI Officer, Director of Precision Medicine, CIO, and VP of Enterprise Imaging.

Lead to Cash

The deal from discovery to signatures took approximately 2.5 years.

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TIMELINE

RETROSPECT

8**Done Differently?**

Getting introduced to the Director of Precision Medicine much sooner to escalate the process.

How did we do?

The deal value is \$3.4 million/yr over a 3 year contract.

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WOW

10**But does it work?**

Expectations are high and the value for Aidoc solutions clearly defined. The customer is anxious to provide WOW moments.

Band of Brothers

SDR team, Jason C., Demetri, Josh, Omer F., Evgeny F., Guy R., Erik, Amit, Kathrine M., Chris H., Tim N., Bill Hudson, Elad. Michael Braginsky,, Arvind Kadaba

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TEAMING TO WIN

SUMMARY

12**..And in the End...**

Just when you think it is a bridge too far, things change and you on the other side. Thanks to a relentless SDR team for keeping the deal alive.