

# Customer Behavior Story

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## 1. Push of the Situation

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- **Real Pain:** Manual referral management is inefficient and time-consuming, leading to significant patient leakage and potential revenue loss of 10-30%. The demand for better solutions to streamline this process is critical.

## 2. Pull of the New Solution

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- **Value Proposition:** Our solution offers real-time referral tracking and closed-loop scheduling, embedded directly into the clinician workflow, facilitating bookings within 24-48 hours.
- **Differentiation:** AI integration enhances usability and speeds up the discovery process, setting our solution apart from competitors.
- **ROI:** Anticipate a 10-20% increase in in-network capture rates and a reduction in referral delays.
- **Ease of Integration:** The system integrates smoothly into existing workflows, ensuring minimal disruption.

## 3. Anxieties of the New Solution

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- **Implementation Complexity:** Simplified integration supported by our dedicated team.
- **Cost and ROI Concerns:** Demonstrated rapid ROI through case studies and transparent pricing.
- **Data Security:** Full compliance with HIPAA and other regulations to secure patient data.
- **Support and Training:** Comprehensive onboarding and 24/7 support available.
- **Reliability:** Proven system reliability with detailed uptime statistics and redundancies.

## 4. Habit of the Present

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- **Familiarity with Current Processes:** Despite comfort, frequent complaints indicate readiness for change.
- **Skepticism about New Technologies:** Piloting with regional health alliances to provide referenceable success stories.
- **Dependency on Existing Systems:** Demonstrating benefits can overcome this barrier.
- **Organizational Resistance:** Share pilot success and testimonials to gradually reduce resistance.

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## Recommendations for Application

1. **Marketing and Positioning:** Emphasize the push-pull dynamic in your messaging. Highlight real-time benefits and address anxieties through success stories and data on security and ROI.
2. **Sales and Customer Conversations:** Discuss pilot program results and share testimonials to build trust. Focus on the ease of transition and the robust support structure.
3. **Product Development and Onboarding:** Ensure easy-to-follow onboarding protocols and continue enhancing features that directly mitigate manual processes.