BANT + C for Health Assist

1. Budget (Financial Feasibility & ROI Justification)

Understanding the Financial Scope

- What is your **allocated budget** for healthcare technology solutions, particularly for **AI-driven patient engagement and workflow automation**?

- Do you have an existing contract with **another patient management or AI-powered workflow automation vendor**, and what is the cost structure?

- Are you currently spending on:

    o **EHR/EMR integrations** (Epic, Cerner, Meditech, etc.)?

    o **AI-driven patient monitoring tools**?

    o **Automated scheduling, billing, and claims processing systems**?

    o **Remote patient management or telehealth solutions**?

- Have you previously evaluated **AI-powered patient management solutions** but found them cost-prohibitive?

Approval & Budget Flexibility

- Who manages financial approvals for **new health tech investments**—is it the **CFO, CIO, hospital administrator, or procurement committee**?

- Is your organization eligible for **government or insurance reimbursements** for adopting AI-powered healthcare solutions?

- Would cost savings from **reduced administrative workload, improved patient adherence, fewer missed appointments, and enhanced compliance tracking** influence your decision?

Cost Justification & ROI Expectations

- What ROI metrics are most important to you when investing in a **patient engagement and workflow automation tool**?

    o **Reduction in administrative time** per patient?

    o **Fewer no-shows due to AI-powered scheduling reminders?**

    o **Improved patient adherence to treatments?**

    o **Reduction in billing errors and insurance rejections?**

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2. Authority (Decision-Making & Key Stakeholders)

Stakeholder Identification

- Who is the **primary decision-maker** for purchasing **AI-powered patient management and workflow automation** solutions?

- Which of the following teams are involved in the decision-making process?

    - **Hospital administration & finance** (CFO, COO, VP Operations)

    - **Clinical leadership** (Chief Medical Officer, Medical Directors)

    - **IT & Security team** (CIO, CTO, Compliance Officers)

    - **Regulatory & legal team** (HIPAA/GDPR Compliance Officers)

Approval Process

- What is your **vendor evaluation and approval process** for new health tech solutions?

- Have you previously worked with **healthcare AI vendors**? If yes, what were the key challenges?

- Would our solution require approval from **insurance networks, regulatory bodies (FDA, HIPAA, GDPR, NHS Digital, etc.), or medical accreditation agencies**?

- Are there **specific compliance or security certifications** that are mandatory for vendor selection?

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3. Need (Pain Points & Business Alignment)

Current Challenges in Patient Management & Automation

- What are your **biggest operational challenges** in:

    - **Patient engagement** (missed appointments, delayed follow-ups, lack of automated reminders)?

    - **Administrative workflow automation** (manual data entry, fragmented communication, redundant tasks)?

    - **Billing & insurance claims processing** (denied claims, coding errors, delayed reimbursements)?

    - **Regulatory compliance** (HIPAA violations, GDPR risks, inaccurate record-keeping)?

Existing Systems & Gaps

- What **EHR/EMR system** do you currently use (Epic, Cerner, Meditech, etc.)?

- How well does your current **patient management system integrate** with your EHR?

- Are your **administrative workflows still heavily dependent on manual intervention**?

- What **KPIs are you tracking for operational efficiency, patient adherence, and financial performance**?

Alignment with HealthAssist's Features

- Would AI-driven **patient engagement automation (SMS/email reminders, chatbot interactions)** help reduce no-shows?

- How important is **predictive analytics** for **patient readmission risk assessment**?

- Would an **automated claims processing feature** improve your revenue cycle management?

- Would AI-powered **clinical decision support** benefit your care teams in **reducing diagnostic errors**?

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4. Timeline (Implementation & Urgency)

Implementation Readiness

- When are you looking to **upgrade or replace** your **patient management system**?

- Are there any **upcoming regulatory changes, compliance audits, or insurance policy shifts** that make this a priority?

- Have you evaluated other solutions in the past, and what prevented you from moving forward?

Technical & Operational Constraints

- How long does your **IT and procurement team** typically take to evaluate and implement new health tech solutions?

- Are you currently undergoing **an EHR migration, expansion, or infrastructure upgrade** that may affect implementation?

- What would be the key barriers to **a seamless integration of HealthAssist** into your current workflow?

Pilot Program & Go-Live Considerations

- Would you be open to a **pilot program or proof of concept (PoC)** to measure effectiveness?

- How soon would you like to see **measurable results** from a new system?

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5. Competitor (Current Alternatives & Differentiation)

Existing Vendor Usage

- Are you currently using or evaluating **any other AI-powered healthcare management solutions**?

    - If yes, which ones? (Epic, Athenahealth, NextGen, eClinicalWorks, etc.)

    - What do you like/dislike about them?

- Are you using **a combination of multiple tools** for patient engagement, workflow automation, and billing?

Decision Criteria for Selecting a Solution

- What are your **top priorities** when selecting a **patient management and automation platform**?

    - **Ease of use & integration with existing EHR?**

    - **AI-driven automation & predictive analytics?**

    - **Security & regulatory compliance?**

    - **Cost-effectiveness & scalability?**

    - **Data interoperability across departments?**

Pain Points with Competitor Solutions

- Have you experienced **integration issues, lack of AI-powered automation, or compliance risks** with your current vendor?

- What's missing in your **current patient engagement and automation process** that HealthAssist could solve?

- If HealthAssist could provide **a clear ROI in reduced manual workload, increased patient engagement, and improved compliance**, would that accelerate your decision?

Final Qualification Summary

✅ **Budget:** Do they have funds allocated for an AI-powered patient management solution?
✅ **Authority:** Who are the key decision-makers & stakeholders?
✅ **Need:** Are they struggling with **manual workflows, patient engagement, or compliance**?
✅ **Timeline:** How urgent is the need, and are they ready for implementation?
✅ **Competitor:** Are they using other solutions, and what gaps exist?