

# BATTLECARD: Phreesia

Threat Level: High

## Quick Facts

<b>Founded</b>	2005
<b>Headquarters</b>	Raleigh, NC
<b>Employees</b>	1500+
<b>Customers</b>	3000+
<b>Funding</b>	\$300M+
<b>Pricing</b>	Per Visit - \$3.00

## Products & Features

**Products:** Intake; Payments

**Key Features:** Digital intake

## How to Win Against Them

- Compare our predictable pricing model vs variable costs
- Focus on our integration depth with their specific EHR
- Offer a pilot or proof of concept to demonstrate value

## Handling Common Objections

**Q:** Why shouldn't we go with Phreesia?

**A:** While Phreesia is a strong player, our solution offers [specific advantage] that better aligns with your needs.

**Q:** Phreesia has more customers than you.

**A:** Size isn't everything. Our focused approach means you get dedicated attention and faster innovation.

**Q:** Phreesia is publicly traded, so they're more stable.

**A:** Public companies face quarterly pressures. We're built for long-term customer success.