

BATTLECARD: Phreesia

Threat Level: High

Quick Facts

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

Stock Market Performance (Live)

Price	\$16.39	Change	-0.06 (-0.36%)
Market Cap	\$0.988103936	P/E Ratio	N/A
EPS	-0.09	Beta	0.61
52W High	\$32.76	52W Low	\$15.41

Products & Features

Products: Intake; Payments; Scheduling

Key Features: Digital intake, Eligibility verification, Patient payments, Appointment reminders

How to Win Against Them

- Emphasize our agility and faster implementation times
- Highlight total cost of ownership vs enterprise overhead
- Stress our focus and dedication as a private company
- Note their obligation to shareholders may impact customer service
- 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.