

BATTLECARD: Phreesia

Threat Level: High

Quick Facts

Founded	2005
Headquarters	Raleigh, NC
Employees	1500+
Customers	3000+
Funding	\$300M+
Pricing	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.