

Go-to-Market Strategy

Targeted Approach & Expansion

- **Beachhead Market:** Mid-sized U.S. hospitals (200-500 beds) struggling with coding backlogs and denial rates
- **Land Strategy:** Low-risk AI coding engine pilots (\$25-50k) with high ROI potential
- **Expand Strategy:** Multi-hospital systems via champion referrals (\$1M+ ARR deals)
- **Growth Strategy:** Upsell Insights Builder to CFOs, CMOs, and quality officers

Channel Strategy

- **Direct Sales** to hospital execs (CFO, CIO, CMO)
- **Strategic Partners:** EHR vendors, RCM firms, consultancies
- **Thought Leadership:** HIMSS, Becker's, HLTH conferences

Sales Funnel & Unit Economics



\$ Unit Economics
 CAC: ~\$60k
 LTV: \$1.2M+ (3yr)
 Payback: <12 months

Expansion
 NRR: 130%+ targeted
 Multi-facility: 3-5x uplift
 Contract: 3-year MSA