

## **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 Al 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

Outreach & Events 100 qualified leads/quarter

**Discovery Calls** → 40 meetings (40% Conversion)

Technical

Pilot Engagements 8 pilots (\$25-50k each)

**Enterprise** → 5 deals (\$250-Contracts 400k ARR)

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

Payback: <12 months



Expansion

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

MSA

