

Executive Overview

Authenticx leverages AI to analyze large volumes of voice, email and chat data, providing post call analytics and conversational insights. Healthcare organizations can gain actionable insights to improve customer service, optimize workflows, train agents, evaluate agent performance, improve compliance and quality management and make data-driven decisions.

1. Proprietary AI that is purpose built for the task it is assigned.
2. A company roadmap dedicated to the established and emerging needs in the healthcare space.
3. More reliable results right out the box with models trained for healthcare conversations.
4. Professional services powered by a team of experienced healthcare professionals + AI experts.
5. The tools to take advantage of continuous, real-time feedback at scale.

Product & Service Offerings

Authenticx sells conversational AI solutions that helps healthcare companies analyze customer interaction data with AI. Authenticx allows users to aggregate and organize audio data, as well as visual data. This sentiment analysis of customers helps companies better understand customer concerns.

Sales Engineer Take On Best Fit

Authenticx is a healthcare-focused conversational analytics platform. It analyzes audio and digital metadata to generate AI summaries, identify key insights, and evaluate chatbot/voice bot effectiveness.

- John Paullin, Director of Sales Engineering, UC/CC/AI

Key Features & Differentiators

1. Proprietary healthcare-specific AI- healthcare is our only vertical.
2. A roadmap dedicated to needs in healthcare. AI models are very accurate.
3. More reliable results right out of the box- speed to deploy and market value.
4. Lower implementation costs because of out of the box deployments.
5. Professional Services powered by a team of experienced healthcare professionals.

Top Industries Served

- Healthcare

Ideal Customer Profile

Healthcare clients in the Payer, Provider, Pharmaceutical healthcare verticals, looking for a speech analytics and conversational analysis and insights. Opportunity size is 75 agents and above.

Qualifying & Technical Questions

1. Walk me through how contact center agents are evaluated for performance today - what is the process and how have you optimized?
2. Tell me how you leverage feedback or insights from the contact center to inform and improve your customer experience?
3. What are your most important initiatives today as it pertains to the contact center OR customer experience?
4. What led you to explore conversational AI OR conversational intelligence?
5. What problems are you looking to solve with conversational AI OR conversational intelligence?
6. What metrics are impacted by these problems?
7. In an ideal state, how are you using data from the contact center to better inform the enterprise of opportunity?

Payer-Specific

1. If they serve a Medicare population – How are you finding leading indicators ahead of your star ratings?

Medicare

1. How would insights and early indicators into member attrition impact your current processes and profitability?
2. Explain how you are planning to increase adherence for patients?
3. Can you describe the annual reverification process?

Pharma-Specific

1. Describe your R&D process to discover and develop new drugs, therapies and advancing scientific knowledge? How are you currently gathering insights?
2. Explain how you are currently handling and tracking adherence and compliance to ensure privacy and HIPAA compliance?
3. Explain how you are tracking adherence to regulatory standards set by authorities like FDA and EMA to gain approval for new drugs and maintain market access?
4. How are you managing and monitoring the safety of drugs post-market to identify and mitigate adverse effects, to ensure ongoing patient safety?
5. What strategies are you developing for market access, including pricing, and reimbursement with Payers, to maximize availability and profitability of their products?
6. How are you leveraging digital health technologies, including digital therapeutics, health apps, and data analytics to enhance drug development and patient engagement?
7. Describe how you engage in partnerships with other companies, academic institutions and research organizations to accelerate drug development.

Provider-Specific opportunities. The Authenticx sales team can ask these questions when introduced to the prospect (but our partners

are welcome to assist!)

1. How are you evaluating patient leakage and getting early indicators of why patients may leave?
2. How are you evaluating your competitors to determine why your patients are leaving?
3. How are you optimizing your providers' time and maximizing their schedule?
4. Describe how a centralized scheduling model would benefit your business outcomes.
5. What is the value of understanding more about what calls need to be answered by nurses, which don't, and what calls could be automated?
6. What ROI and KPIs to your call center would have the most impact on the organization?

Elevator Pitch

We have accomplished great things at Authenticx to revolutionize the Patient Journey in the Healthcare industry. Our mission is simple yet transformative. As a pioneering force in Healthcare AI, we are focused on aiding and empowering healthcare leaders to enhance and optimize the patient's experience. Our vision is to bring actionable insights from the voice of the customer to help Healthcare leaders take action to drive better business outcomes, enhance current processes, mitigate risks of compliance, and boost the overall patient engagement, while building stronger connections within the Patient Journey.

Objections & Rebuttals

Why Authenticx instead of other conversational AI platforms?

1. Because we are only focused on healthcare specific AI, our AI models are extremely accurate.
2. Our speed to market and deployment is very rapid because 90% of our solutions and use cases are fully developed and out of the box.
3. Implementation costs are much less than our competition because the solution is built.
4. 9 of the top 10 Pharmaceutical companies have selected Authenticx's platform for customer insights, compliance adherence and
5. Limited to industry agnostic speech analytics.
6. Non-specialized AI, impacting out of the box efficacy and time to insights.
7. Traditionally focused on call center KPIs, not customer friction.
8. Non-specialized AI, impacting out of the box efficacy and time to insights.
9. Heavily focused on scoring agent performance and agent quality.
10. Struggle with dynamic insights present in customer conversations.

How do you address compliance and security concerns?

The fact that we are healthcare specific so our platform is purpose built to be able to be approved by even the strictest of security and compliance audits. Soc2 compliance.

