Healthcare and Life Sciences Service Management (HCLS – SM) Product Battle Card

1 Market Landscape

- **Overview:** Health systems encounter numerous challenges, such as improving the patient experience, boosting operational efficiency, addressing clinician burnout, and managing staffing shortages, all while striving to maintain profitability.
- **Industries:** Healthcare Providers
- **Target Buyers:** Chief Operating Officer, Chief Innovation Officer, Chief Medical Officer
- **Target users:** Clinicians, Patient care teams, Platform owner

2 Top Pain Points

- Multiple disparate Electronic Medical Record (EMR) and Electronic Health Record (EHR) systems create data silos and operational inefficiencies that can impact the patient and clinician experience.
- Workforce shortages mean that healthcare staff are constantly under pressure to accomplish more in less time, which often leads to clinician burnout.
- Increased patient need for convenient access to healthcare services from anywhere and any channel.

3 Elevator Pitch

HCLS – SM facilitates the delivery of effortless, patient-centric care by enhancing operational performance. The product offers seamless interoperability by unifying existing EMR systems and linking patient, provider, and payer data via a HL7 FHIR compliant data model. Health systems can also effectively address ongoing security and privacy regulations. The outcome is enhanced patient satisfaction and retention, more productive clinicians, and improved financial performance.

4 Talking Points

- Connect siloed data to streamline functions with a single platform, resulting in cost reduction, operational efficiency, and improved patient care.
- Facilitate faster innovation with pre-built workflows and low-code tools, delivering impact in days rather than months.
- Mitigate risk by ensuring timely compliance and securing health information against data breaches, threats, and security vulnerabilities.

5 Key Competitors

Key Competitors
- Microsoft Cloud for Healthcare
- Salesforce Health Cloud
- Pega Healthcare Management

How we win:
- HCLS-SM provides ready-made workflows, persona-specific user experiences, pre-defined roles with required access control, and extensible industry standard data model. This helps customers drive value from their ServiceNow investments within weeks.
- With ServiceNow HCLS-SM, customers do not have to choose between their existing investments and ServiceNow; there is flexibility to decide on what works best for them. Customers have the choice to use ServiceNow for end-to-end workflows or integrate ServiceNow with their existing systems.

6 Probing Questions

- What systems do you use to manage your patients, clinicians, field requests, etc.?
- Do you think there are information gaps that are affecting your operations
- How secure are your systems in terms of potential security and regulatory risks?

7 Objection Handling

ServiceNow is a new entrant in the Healthcare industry
Response: Since our inception, we have supported service processes, and we are now extending our core capabilities to meet the unique needs of the healthcare industry. We have developed a profound understanding of the healthcare sector through collaborations with over 85% of U.S. based health systems and more than 3,000 healthcare and life sciences organizations worldwide. ServiceNow is a trusted software company, known for its leadership positions in Gartner's assessments, particularly in IT and CSM. However, over 52% of our healthcare customers utilize ServiceNow for non-IT workflows, signifying our expanding influence in the healthcare industry.

ServiceNow is too expensive
Response: While our services come at a premium price, the value we provide far exceeds the investment. We empower health systems with a unified system to automate and streamline functions across the healthcare value chain, all without the need to replace existing systems. This leads to a reduction in both CapEx and OpEx. Consequently, health systems can deliver results in days rather than months, advancing care delivery, reducing inefficiencies, and controlling costs.

8 Customer Value Delivered

Gold Coast Health always care. — Queensland Government

25-30%	26-32%	127-200K
Increase in private health insurance conversion rate	Increase in team productivity	Hours/year freed up for patient care

servicenow.