

Sales Enablement Training

Thursday, February 22, 2024

Dragon Ambient eXperience (DAX™) Copilot

Nuance® **DAX™** Copilot

Nuance® **Dragon®** Medical One



eDist

A Division of A.I. Smarter World, Inc.

Dragon Medical One & DAX Copilot

The Most Accurate and Popular Speech Rec in Healthcare just got More Powerful

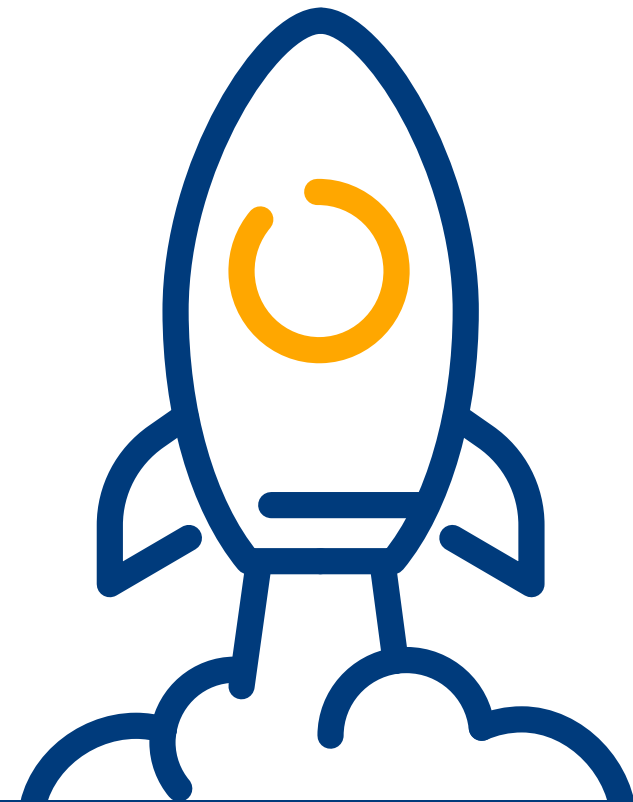
- Building on the shoulders of Dragon Medical One, DAX Copilot brings ambient technology to further the benefits of incorporating speech rec into healthcare workflows.
- DMO removes manual data entry and repetitive tasks from clinical workflows and DAX Copilot allows you to capture that patient data in real-time as you provide more hands-on care.
- With DAX Copilot, providers can see more patients faster while never missing a thing. All crucial and pertinent info will be at their fingertips in real-time, while they provide hands-on care with the highest level of patient satisfaction. This will boost their providers' bedside manner as they streamline workflow efficiencies when treating more patients each day.



DMO to DAX Copilot Upgrade Outreach

DAX Copilot is an Upgrade to DMO. Position it that way.

- Dragon Medical One greatly benefits clinicians by streamlining their efficiencies that we're all versed in promoting. Don't forget the great benefits of what got us here.
- Mention top examples of what DMO brings to clinicians to immediately bring time savings and ROI.
- We can provide DMO trials instantly. If they want DAX, ensure they have DMO and are comfortable with those great features. This can give longer trials, 14 days with DMO and 14 days with DAX for a comprehensive POC.
- Pitching DAX as an upgrade to DMO avoids pricing questions about paying for both or why people interested in DAX will require DMO, eliminating selling speedbumps. So instead of tackling them as objections later, you can position them as positives.



DAX Copilot Elevator Pitches

Have an encompassing/efficient way to explain DAX Copilot to prospects

Imagine a healthcare experience where you step out from behind your workstation or computer and the burden of recalling every patient detail from memory when documenting simply disappears. With DAX Copilot, we've reimaged healthcare documentation.

DAX Copilot empowers you to **engage in a personal, hands-on examination** and conversation with your patient. Just press a button, and DAX Copilot comes to life. It transcribes everything said, **capturing the complete patient story** and transforming it into actionable data, all in real-time.

DAX Copilot utilizes **GPT-4 to comprehend and transcribe medical interactions**, offering customized clinical summaries for review. Once confirmed, the data integrates into Windows or cloud-based EHR systems.

DAX Copilot streamlines clinical documentation and treatment planning, reducing repetitive tasks to combat physician burnout. This allows for real-time, personalized patient care and enhances healthcare impact.

DAX Copilot Elevator Pitches Cont.

Have an encompassing/efficient way to explain DAX Copilot to prospects

Step from behind your workstation/computer and no longer need to recall every patient detail off the top of your head when documenting; with DAX Copilot, all you need to do is press a button on our mobile app and begin a personal hands-on examination and conversation with your patient.

DAX Copilot captures the full patient narrative and instantly converts it into actionable data using GPT-4 AI, which automatically generates encounter summaries and clinical notes. After provider approval, these are immediately accessible in DMO for transfer to any Windows-based or cloud-based EHR.

Documenting this entire encounter and putting treatment into motion within seconds allows each provider to accomplish so much more in a day by removing repetitive, time-consuming tasks, eliminating physician burnout, and providing the most comprehensive yet personalized care to more patients in real-time.



DAX Copilot Benefits and Selling Features

Top Benefits to Highlight When Promoting DAX Copilot to Customers

Revolutionary Efficiency:

- DAX Copilot revolutionizes clinical documentation, allowing healthcare providers to spend more time with patients and less time at their computers.
- It transforms the patient encounter into a well-documented, actionable record instantly.

AI-Powered Transcription:

- Powered by GPT-4, DAX Copilot doesn't just transcribe; it understands context and content, providing accurate and contextually relevant documentation.

Real-Time Decision Support:

- Utilizing the latest in AI technology, DAX Copilot compiles clinical summaries instantly to transfer into your chosen EHR and helps formulate diagnostic reports and treatment plans in real-time based on patient interactions.



DAX Copilot Benefits and Selling Features

Top Benefits to Highlight When Promoting DAX Copilot to Customers

Seamless EHR Integration:

- Patient data captured by DAX Copilot seamlessly integrates into Windows-based and Cloud-based Electronic Health Records (EHR), reducing manual data entry and ensuring accuracy in documenting the patient story.

Physician Burnout Prevention:

- By eliminating repetitive, time-consuming documentation tasks, DAX Copilot helps combat physician burnout, promoting a healthier work-life balance.

Comprehensive Patient Care:

- DAX Copilot enables more comprehensive yet personalized care by freeing up time for healthcare providers to focus on patient interactions.



Average Cost of Capturing a Patient Interaction

Monthly Cost of DAX Copilot

Average Patients Seen per Day X 20 Business Days per Month

Let's break down the formula:

- 1. Monthly Cost of DAX Copilot:** This is the monthly cost of using DAX Copilot, which is \$600 in this case.
- 2. Average Patients Seen per Day:** For example, if a provider sees 20 patients on average each day, this value would be 20.
- 3. 20 Business Days per Month:** Typically, a month has around 20 business days, excluding weekends and holidays.

Let's plug in some numbers to calculate the average cost of transcribing each patient interaction:

- Average Cost of Transcribing Each Patient Interaction = $\$600 / (20 \text{ Patients} * 20 \text{ Business Days})$
- Average Cost of Transcribing Each Patient Interaction = $\$600 / 400$
- Average Cost of Transcribing Each Patient Interaction = \$1.50

The average cost of transcribing each patient interaction using DAX Copilot is approximately \$1.50. This means that for every dollar spent on DAX Copilot, the provider can expect to transcribe each patient interaction for \$1.50. Additionally, as DAX Copilot enables providers to see more patients on average each day, this cost will only drop further, making it an even more cost-effective solution.

DAX Copilot Objection Handling

Most Common Objections and How to Address Them

Cost Concerns: “It seems expensive.”

- **Response:** "Consider the long-term benefits. DAX Copilot not only enhances efficiency but contributes to better patient care, potentially increasing patient volume and revenue over time. We eliminate several arduous minutes following every exam and patient encounter. This time goes right back to you to see more patients, take a break between them, and eliminate all frustrations in documenting patient care."

Learning Curve: “Our providers are not tech-savvy. Will it be hard to learn?”

- **Response:** "DAX Copilot is designed with user-friendliness in mind. We provide comprehensive training and ongoing support to ensure a smooth transition. Many users find it intuitive, and with a push of a button, DAX Copilot comes to life and captures your full patient interaction with powerful AI tools and suggestions to make caring for your patients quick and easy with the ability to put all that actionable data into your EHR."

DAX Copilot Objection Handling

Most Common Objections and How to Address Them

Integration Issues: “Will it integrate smoothly with our existing systems?”

- **Response:** "Absolutely. DAX Copilot is designed for seamless integration with all Windows-based and Cloud-based EHR systems. We don't want to shake up what you have in place and are comfortable with. We just want to provide added efficiency and remove repetitive time-wasting tasks while removing most of your manual data entry. To ensure that, our implementation team will work closely with your IT department to ensure a smooth integration process. DAX works everywhere DMO works. If you have DMO, you're off to a great start for DAX, and if not, let's get you a trial of DMO to make sure it will work in your environment, and you can utilize the benefits of Dragon today."



DAX Copilot Objection Handling

Most Common Objections and How to Address them

Privacy and Security Concerns - “How secure is patient data?”

- **Response:** "Nuance prioritizes data security. DAX Copilot complies with healthcare data protection regulations, ensuring that patient information is handled with the utmost care and in accordance with industry standards. Copilot is fully HIPAA Compliant, and if you need any certifications, we'd be happy to send that right over to you."

Resistance to change - “Our providers are used to the current system.”

- **Response:** "Change can be challenging, but the benefits of DAX Copilot in terms of time savings and improved patient care are substantial. Our focus is to give you back so much more of your day, see more patients, with far less lift, and eliminate the more tedious part of your day in documentation. We know no one got into healthcare to do paperwork and that's what we want to remove for you. We don't want to reinvent your processes. We just want to streamline the ones you're already comfortable with."

DMO/DAX Opportunity Discovery + Vetting

Proper Vetting Ensures Better User Experiences and Boosts Conversion Rates

The 3 Main Necessities of DAX Copilot Trials:

1. Dragon Medical One License.
 2. iPhone v6 or higher.
 3. Windows PC with Windows or cloud-based EHR.
- It is always a best practice to ensure their satisfaction with DMO and if any other users have entered the practice or would like to trial DMO before discussing DAX.
 - Evaluate total potential users of DMO and DAX Copilot.
 - Confirm their chosen EHR and get a feel for the current solutions used in their workflows and their environment.
 - What is their schedule like to trial DAX and confirm dates for installation?



Incorporating the Platform Fee

How to Address and Capitalize on the \$175 Platform Fee

- This Platform fee was instituted due to the manual process of requisitioning DAX trial licenses and for executing improperly vetted trial opportunities.
- This fee will be charged to the VAR during trial order processing in DocuSign and can be passed along to the customer or taken on solely by the VAR at their discretion.
- Some partners are offering the fee as a free trial that they pay for upfront, and if the prospect winds up purchasing DAX, the VAR refunds the \$175 back to them.
- Depending on the size and the demeanor of the prospect, some smaller groups will balk at taking on the fee, while other larger groups don't worry about it all.
- Feel free to decide when you want to pass it to the end-user or cover it yourself, and the potential for charging more when you feel it won't be an issue to charge more to offset any fees you take on yourself for those smaller partners.



VAR Channel and CHM Opportunity Coordination

eDist Sales Team Is Here to Support All Dax Copilot Opportunities

- Coordinate intros with specific CHM area reps based on your opportunities.
- Share your VAR branded content with CHM reps as well as live in 5 links for additional success with new potential prospects.
- Assist with prospecting into hard-to-contact leads or reengage customers who are unresponsive.
- Provide tools and support to prospects around existing customer bases for full market area outreach.
- Assist in vetting and processing DAX order best practices.



DAX Copilot Sales/Marketing Content

New Content is Added to the Marketing Portal Weekly

- New Content for DMO/DAX Copilot is added weekly to <https://marketing.edist.com/>
- DAX Copilot Sales Enablement Resource Doc
- DAX Copilot Selling Features and Best Practices Doc
- DAX Sales Process for DAX Copilot Doc
- Sample Mock Encounter Scripts and more
- Make sure all Landing Pages incorporate DMO and DAX together for an easy explanation of how they work together and the overall benefits of the full Dragon package.
- Incorporate these tools with the best practices shared on our previous DMO Sales Tools and Tactics Webinar found here <https://marketing.edist.com/download/2318/>

Questions?

Please Share Any Thoughts or Questions About DAX Copilot

If you have any additional questions following this presentation, please reach out to:

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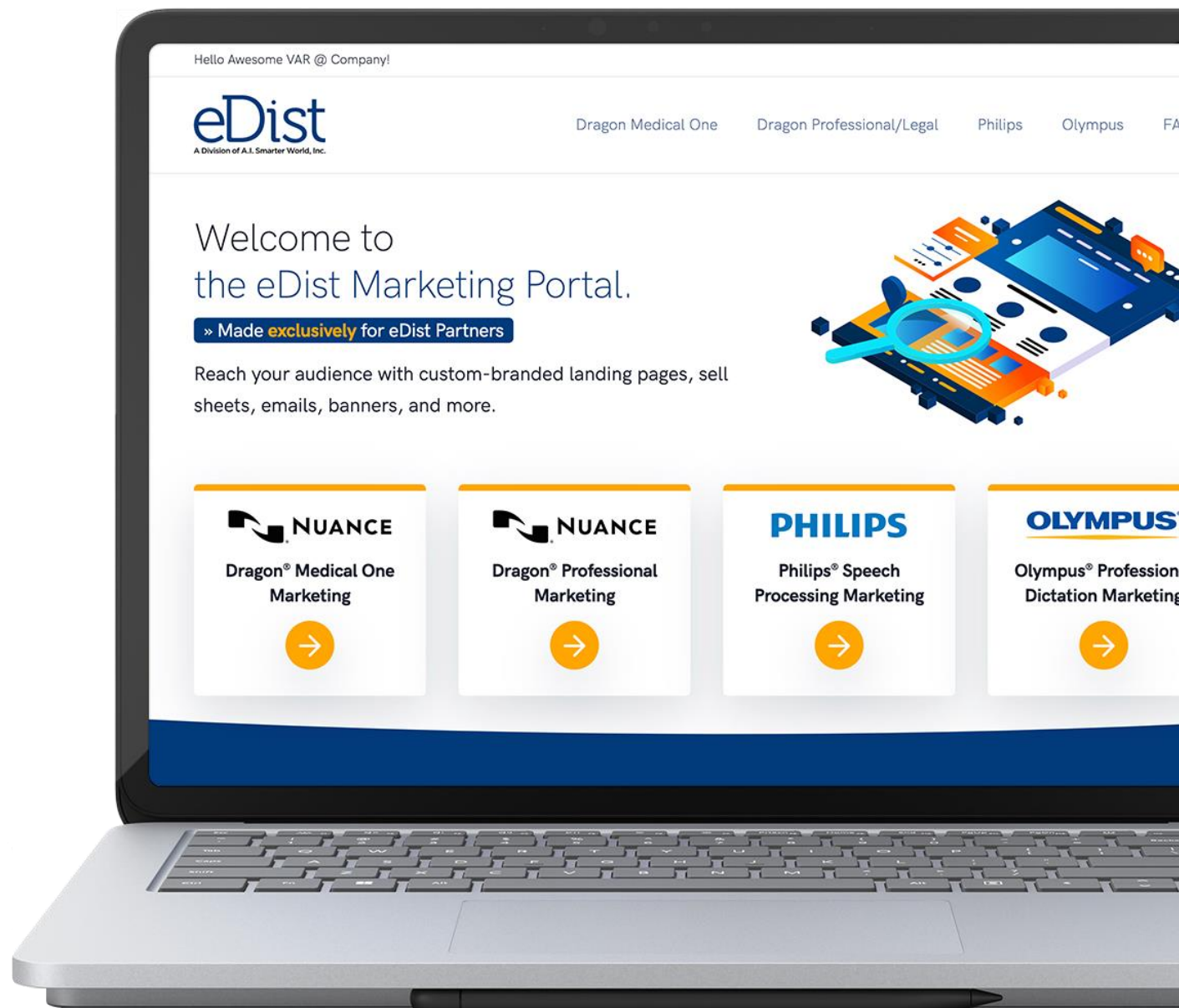
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Q&A

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Voice Powers Your Future Profits.



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