

COMPETITIVE PRESSURES

# Objection handling scenarios – DAX Copilot

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## Common competitive pressures

This document provides guidance on how to speak to prospects in the rapidly evolving competitive landscape around ambient providers vs. DAX Copilot. The content is designed to evolve as new scenarios are encountered and feedback is received. We encourage you to utilize this guide, which has been verified and tested with multiple sales encounters to provide you with the latest strong messaging that can be backed up.

### Competitor types and overview

1. **Established start-ups:** New vendors emerging from seed or start-up ventures – typically small vendors with few employees. Some are still building, and some may not have a customer success infrastructure; they are still trying to prove their operating model.
2. **New entrants:** Vendors founded in the past one to two years. Like established start-ups they are dependent on outside funding and lack of proven operating model. Some are using off-the-shelf LLMs or in the midst of changing LLMs. Their long-term viability and exit strategy are unclear.
3. **Legacy vendors:** Established players in the healthcare IT industry who have announced an ambient documentation solution. Slow to develop and release solutions with proven outcomes.

### Common objection scenarios

1. **Price:** “Other companies are offering similar technology at a much lower price point.”
2. **Company size and resources:** “New companies with less staff might be more agile and innovative.”
3. **Accuracy:** “Other companies claim their AI and Large Language Models (LLM) are just as accurate as Microsoft + Nuance.”
4. **Services:** “Why should I pay for services for DAX Copilot and why is it important?”

## Objection Handling

### Pricing

- **Experience and expertise:** We have unmatched experience and are the proven market leader in Conversational AI with 550K Dragon users and we maintain strategic partnerships with the top EHRs such as Epic, etc. DAX Copilot is built on decades of healthcare expertise and an extensive market footprint. The wide-scale deployment of our solutions across a large customer base gives us vast amounts of data to continually improve our AI. Every word teaches and reinforces meaning, allowing technology to better predict and understand how to contextualize new information.

- **Technological leadership:** We are a pioneer in AI and train our solution on 1B+ minutes of medical dictation annually and capture 10M+ unique ambient encounters. We also continuously improve our AI with monthly AI updates available in DAX Copilot.
- **Built on AI you can trust:** Our tenured solution is built on optimized large language models, coupled with award-winning conversational and ambient AI that has been trained on over vast amounts of medical dictation annually and several million ambient encounters and annotated notes. This takes years to achieve.
- **Built to scale:** Our purpose-built AI infrastructure is designed to handle everything from complex deep learning workloads like LLMs, to training and inference, which makes AI accessible to organizations of all sizes. We are built to scale on the most trusted and comprehensive cloud for AI, Microsoft Azure (\$15B cloud investment).

## Company size and resources – we are built for AI

- **Comprehensive support:** We have a larger experienced team, which means we can offer comprehensive support and apply a wide range of expertise. This is vital in healthcare, when the stakes are high and the need for reliable support is critical. (Some vendors lack a support infrastructure, are still building it, and/or have limited experience delivering.)
- **Resource allocation for innovation:** Our size allows us to dedicate substantial resources to ongoing innovation and research, ensuring that our solutions are not only cutting-edge but also deeply aligned with healthcare advancements.
- **Stability and reliability:** The size of our team and company contributes to stability and reliability, essential qualities in healthcare technology where long-term dependability is a key concern for our clients.
- **Sustainability:** Many start-up companies will be one round of funding away from disruption and closing their doors.

## Accuracy – it is not all the same

- Off-the-shelf language models serve as a foundation and have not been trained solely on clinical data. They require prompting to coax what is needed from them. They only deliver part of the solution, which is not enough to achieve the desired results. These status quo models deliver some aspects of the patient encounter but not the finer details, which impact the quality of the note and hence the quality of care. These off-the-shelf models also experience hallucinations in the results which provide risk to providers and patient safety.
  - Impact example: Some vendors utilize off-the-shelf large language models which lack the appropriate guardrails to ensure AI safety. In tests, one particular solution hallucinated, adding information that was not in the ambient conversation and omitting key details. Some of these hallucinations included unsubstantiated diagnoses, creating treatment plans that were not discussed, and assumed specificity that was not provided in the actual discussion.
- Nuance conducts benchmarking tests against other tech platforms using standard test sets and compares it to DAX Copilot. These tests have shown that open-source solutions and other solutions are less accurate, and their output requires more editing because these models are off the shelf and have not been trained solely on clinical data. Our model has been trained on 15M+ clinical encounters and has only ever been exposed to clinical data, which has proved to deliver the highest level of accuracy. We have over two decades of experience building and optimizing

medical speech recognition technology, and we continuously train the AI model on millions of patient encounters of all types and optimize it.

- Now, as part of Microsoft, we're in a unique position to benefit from unparalleled access and collaboration on the newest and latest advancements in generative AI, which is innovating rapidly, and applied to our large language models on a regular basis.

## Services – how we support success

- Our 3K+ support team has extensive breadth and depth. Creating a world-class support organization doesn't happen overnight. It takes years to assemble the experience and expertise to help clients achieve success.
- To ensure our customers are set up for success, Nuance deploys multiple dedicated resources throughout each stage of the project lifecycle.
- These resources to assist clients include a Project Manager, Technical Expert, DAX Outreach Executive (DOE), and an Adoption Specialist.
- We also offer a wide variety of training tools, materials, and live virtual support for uses which include:
  - 24/7 support via chat, email, and phone.
  - A HIPAA-compliant daily zoom room staffed by a training consultant to assist with troubleshooting and training-related queries.
  - Comprehensive in-app training that includes a quick start guide, best practices and verbalization coaching, a cheat sheet of verbal commands, mock encounter examples, a support guide, training videos, etc.