



# Sales Playbook

## for Corporate Account Resellers

This guide aims to assist resellers confidently position, demonstrate, and sell Dragon Copilot by providing structured discovery questions, messaging, and sales workflows that address provider documentation challenges and improve clinical productivity.



## Introduction.

Healthcare organizations face growing documentation demands that reduce time with patients and contribute to clinician burnout. AI-powered speech recognition and ambient documentation technologies are transforming how providers capture clinical notes and manage documentation workflows.

The eDist Corporate Account Reseller (CAR) program enables partners to deliver these solutions through a simplified subscription distribution model. With

access to leading technologies such as Dragon Copilot and Dragon Medical One, and DAX Copilot, CAR partners can help healthcare organizations reduce administrative burden, improve efficiency, and enhance patient care.

This playbook provides an overview of the solutions available through the eDist ecosystem and guidance on how to position them effectively with healthcare organizations.

## Understanding the Opportunity.

Healthcare providers spend significant time on clinical documentation, often completing notes outside of patient visits. This administrative burden contributes to reduced productivity and increased burnout among clinicians.

AI-powered documentation solutions address these challenges by allowing providers to document encounters naturally through speech and automated ambient capture.

## Key Benefits for Healthcare Organizations.



### Reduce Documentation Time

Speech recognition and AI-driven documentation significantly reduce manual typing and data entry.



### Improve Provider Satisfaction

Automating documentation reduces after-hours charting and administrative workload.



### Increase Patient Access

Faster documentation allows providers to spend more time with patients and see more patients per day.



### Improve Documentation Quality

Structured clinical notes improve record accuracy and support more effective coding and reimbursement.



## Core Solutions in the eDist Portfolio.

eDist provides access to industry-leading speech recognition and AI documentation technologies designed for healthcare environments.

### Microsoft Dragon Copilot

Dragon Copilot combines advanced speech recognition with ambient AI to automatically generate clinical documentation from patient conversations.

The solution captures the provider-patient interaction and produces structured clinical notes that integrate directly with electronic health record systems.

Dragon Copilot enables providers to focus on patient care while AI handles documentation tasks.

#### Key Capabilities

- » Ambient AI clinical documentation
- » Advanced speech recognition
- » Automatic note generation
- » Workflow automation within the EHR
- » Generative AI assistance for clinical summaries

### Dragon Medical One

Dragon Medical One is a cloud-based medical speech recognition platform designed for healthcare professionals who need fast and accurate dictation within the clinical workflow.

Dragon Medical One helps clinicians create documentation quickly using their voice across clinical applications.

#### Key Capabilities

- » Highly accurate medical speech recognition
- » Voice-driven navigation within clinical systems
- » Cloud-based deployment with minimal infrastructure
- » Continuous learning and vocabulary improvement

### DAX Copilot

DAX Copilot uses ambient artificial intelligence to automatically generate clinical documentation from patient encounters.

Instead of dictating notes after the visit, providers can focus on the conversation while the system captures and structures the documentation.

#### Key Capabilities

- » Ambient listening during patient encounters
- » Automated clinical note generation
- » AI-generated summaries and documentation
- » Integration with leading EHR platforms

### Dragon Professional

Dragon Professional is a powerful speech recognition solution designed for professionals outside of healthcare who want to create documents quickly and accurately using their voice. The platform enables users to dictate reports, emails, and other business documents with high accuracy while maintaining full control over formatting, editing, and workflow commands.

#### Key Capabilities

- » Advanced speech recognition for business documentation
- » Voice-driven editing and formatting commands
- » Dictation within common business applications such as email, word processing, and CRM systems
- » Support for industry-specific terminology through custom vocabularies



## Dragon Copilot Licensing Options.

Microsoft provides two Dragon Copilot licensing models designed for different healthcare environments. Understanding the difference between these options helps ensure the correct solution is positioned for each organization.

### Dragon Copilot Enterprise

Dragon Copilot Enterprise is designed for large healthcare organizations that require advanced administrative control and large-scale deployment capabilities.

#### Key Characteristics

- » Full Dragon Copilot feature set
- » Designed for enterprise-scale deployments
- » Advanced administration and governance tools
- » Support for complex healthcare IT environments
- » Per-user subscription licensing model

#### Ideal Organizations

- » Hospital systems
- » Integrated delivery networks
- » Large multi-specialty medical groups
- » Healthcare organizations with centralized IT teams

### Dragon Copilot Physician Practice

Dragon Copilot Physician Practice is designed for smaller healthcare organizations and independent physician practices that need a simpler deployment model.

#### Key Characteristics

- » Core Dragon Copilot features for clinicians
- » Simplified administration and deployment
- » Lower operational complexity
- » Designed for smaller provider organizations

#### Ideal Organizations

- » Independent physician practices
- » Specialty clinics
- » Small healthcare organizations
- » Regional medical groups with fewer clinicians

## Key Differences at a Glance.

Feature	Dragon Copilot Enterprise	Dragon Copilot Physician Practice
<b>TARGET ENVIRONMENT</b>	Large healthcare systems	Small practices and clinics
<b>CLINICIAN SCALE</b>	Hundreds to thousands	Typically under 100 clinicians
<b>ADMINISTRATION</b>	Advanced enterprise controls	Simplified management
<b>IT COMPLEXITY</b>	Handles complex environments	Designed for simpler deployments
<b>LICENSING MODEL</b>	Enterprise subscription	Small practice licensing



## Positioning the Solution.

When introducing Dragon Copilot and related solutions, the conversation should focus on the documentation challenges healthcare providers experience daily.

### Key Discussion Topics

#### Administrative Burden

Providers often spend hours each week completing clinical documentation.

#### Clinician Burnout

After-hours charting contributes significantly to physician burnout.

#### Operational Efficiency

Automated documentation improves productivity and patient throughput.

#### Documentation Accuracy

AI-generated notes improve clinical record quality and support reimbursement processes.

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## Typical Adoption Process.

Organizations typically adopt AI documentation technologies through a structured roll-out process.

### Step 1: Identify Documentation Challenges

Assess how clinicians manage documentation.

### Step 2: Demonstrate AI Documentation

Show how ambient AI and speech recognition automate documentation workflows.

### Step 3: Pilot Deployment

Start with a small group of clinicians to evaluate

workflow improvements.

### Step 4: Expand Across the Organization

Scale deployment to additional departments and specialties.

### Step 5: Extend with Additional AI Capabilities

Introduce additional automation and AI tools to further improve efficiency.

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## Getting Started.

The eDist CAR program provides access to industry-leading AI documentation technologies that help healthcare organizations reduce administrative burden and improve clinical workflows.

By introducing Dragon Copilot, Dragon Medical One, and DAX Copilot, CAR partners can help healthcare providers transform documentation processes and allow clinicians to focus more time on patient care.





## Addressing Common Questions and Concerns.

When introducing AI-powered clinical documentation, healthcare organizations often have practical questions about cost, usability, integration, and security.

These conversations are a natural part of the evaluation process. The key is to acknowledge the concern and explain how the technology supports providers and organizations in a realistic way.

Below are some common concerns and helpful ways to address them.

### **Concern: "This sounds expensive."**

#### **Response:**

Many organizations initially focus on the subscription cost, but the conversation usually shifts once they look at the time savings and operational improvements.

Providers often spend hours each week completing documentation after patient visits. AI-assisted documentation can reduce that workload significantly. Even saving a few minutes per patient encounter adds up quickly over the course of a day.

When clinicians spend less time documenting, they can focus more on patient care, reduce after-hours charting, and improve productivity. Many organizations find that the efficiency gains and improved provider satisfaction offset the cost of the solution.

### **Concern: "Some of our providers are not very tech savvy."**

#### **Response:**

Dragon Copilot is designed to work naturally within the provider's workflow. Most clinicians interact with the system simply by speaking, which makes it easier to adopt than many traditional documentation tools.

Because the technology listens to the conversation and helps generate notes automatically, providers often find that it simplifies their documentation process rather than adding complexity.

Most organizations begin with a small pilot group so providers can become comfortable with the workflow before expanding the deployment.

### **Concern: "Will this integrate with our existing systems?"**

#### **Response:**

Dragon Copilot is designed to work alongside major electronic health record platforms and existing clinical workflows. The goal is not to replace existing systems but to enhance them by reducing manual documentation tasks.

Healthcare organizations typically evaluate the solution within their existing environment to ensure it fits smoothly with their clinical and administrative processes.

Because the platform is cloud-based, deployment can often occur without significant changes to the underlying IT infrastructure.



## Addressing Common Questions and Concerns.

### Concern: "How secure is this technology?"

#### Response:

Security and patient privacy are essential in healthcare technology. Dragon Copilot is built on Microsoft's secure cloud infrastructure and is designed to support healthcare privacy and compliance requirements.

Healthcare organizations maintain control over their data and access policies, and the platform follows industry standards for protecting sensitive information.

During the evaluation process, organizations can review security documentation and governance controls to ensure the solution aligns with their internal policies and regulatory requirements.

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## Helpful Approach During These Conversations.

When addressing concerns, it helps to focus on understanding the organization's goals and challenges. Questions such as the following can help guide the conversation:

- » How much time do providers currently spend on documentation?
- » Are clinicians completing notes after clinic hours?
- » What are the organization's priorities for improving workflow efficiency?
- » How important is reducing provider burnout?

These discussions help frame the application as a tool that supports rather than replaces their workflow.

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