Meeting Plan with Novant Health

Meeting Objective: To introduce Fathom Health's AI-powered coding solutions and explore how they align with Novant Health's goals for improving operational efficiency, patient care, and security.

Welcome and Introductions (5 mins)

1. **Introduce Yourself and Your Role:**

   o "Hello, my name is [Your Name], and I am a [Your Title] at Fathom Health. I specialize in helping healthcare organizations like Novant Health streamline their coding operations using advanced AI technology."

2. **Objective of the Meeting:**

   o "The goal of our meeting today is to introduce you to Fathom Health and our AI-powered coding solutions, and to explore how these solutions can support Novant Health's goals of improving operational efficiency, enhancing patient care, and ensuring data security and compliance."

3. **Participant Introductions:**

   o Invite Natalie George and Denise Perna to introduce themselves and their roles.

Setting the Expectations (5 mins)

Here's how you can set clear expectations for the meeting from Fathom Health's perspective:

1. **Aligning on Meeting Objectives:**

   o "We aim to understand more about your current challenges and priorities within the coding and billing operations at Novant Health. We believe that by understanding your needs better, we can tailor our discussion to demonstrate the most relevant features and benefits of our solutions."

2. **Time Commitment:**

   o "We appreciate your time today and aim to keep the meeting concise, within approximately 45 minutes, to respect everyone's schedules."

3. **Interactive Discussion:**

   o "We encourage an interactive discussion. Please feel free to ask questions at any point, and we will do the same to ensure we gather the necessary insights to propose the best solution for your needs."

4. **Alignment on Next Steps:**

   o "By the end of today's meeting, we hope to identify key areas where Fathom Health can add value and agree on potential next steps, including follow-up meetings or a more detailed demonstration of our technology."

5. **Key Topics to Cover:**

   o "Our discussion will cover the following key topics:

      a. A brief overview of Fathom Health and our AI technology.

      b. Discussion around Novant Health's current coding and operational challenges.

      c. Presentation of how our solutions can help address these challenges.

      d. Q&A session to address any questions you may have.

      e. Planning the next steps together based on our discussion."

Speaker Notes:

- Ensuring Novant Health understands the structure of the meeting will help them follow along and know what to expect, facilitating a smoother and more productive conversation.

Overview of Fathom Health (5 mins)

Highlight Fathom Health's mission, expertise, and capabilities.

- Mission: Revolutionizing medical coding through AI.

- Trusted in leading revenue cycle operations.

- Key offerings: Coding automation, audit, productivity tools.

Understanding Novant Health's Priorities (10 mins)

- **Content:**

  o **Focus on improving operational efficiency**

     ▪ Synergy: Novant Health is likely looking for ways to streamline their operations, especially considering ongoing labor shortages and high operational costs.

     ▪ Conversation Starter: "Given the increasing pressure on operational efficiencies and cost controls in healthcare, how are you currently addressing coding and billing challenges? We have seen our technology

drastically reduce coding costs and improve accuracy, which could align well with your cost containment strategies."

- o **Enhancing patient care through accurate coding**
    - Synergy: Novant Health's growth trajectory would need scalable and reliable coding solutions.
    - Conversation Starter: "As you scale your healthcare services, ensuring that your coding operations keep pace reliably is crucial. How do you currently manage this scalability? Our system can effortlessly scale to handle millions of charts daily, ensuring your operations never slow down."

- o **Securing data against cyber threats**
    - Synergy: Post-cyberattack measures are crucial, and ensuring robust security measures in revenue cycle management would be a priority for Novant.
    - Conversation Starter: "The recent cyberattack on Change Healthcare highlights the critical necessity of strong security measures. How are you ensuring your coding and billing operations are secure? Fathom's AI-driven audits not only improve coding accuracy but also enhance security compliance, significantly mitigating risks."

Suggested Notes:

- "Before diving into our solutions, we'd love to hear more about your current strategies and challenges. How are you focusing on improving operational efficiency and enhancing patient care? What steps are you taking to secure your data against potential threats?"

Fathom Health's solutions –

(1) AI-Powered Coding

- Automate up to 80% of coding volumes
- Real-time audit for accuracy and compliance
- Scalability to handle millions of charts daily

Speaker Notes:

- "Our AI-powered solutions automate up to 80% of coding volumes, provide real-time auditing to ensure compliance and accuracy, and scale to handle millions of charts daily, ensuring your operations remain efficient and secure."

(2) How Fathom Health Enhances Patient Care

- Reduced billing errors

- Faster turnaround times

- Ensures smoother patient billing experiences

Speaker Notes:

- "By reducing billing errors and ensuring faster turnaround times, our technology supports enhanced patient care, leading to a more efficient billing process and improved patient experiences."

(3) Ensuring Security and Compliance

- HIPAA and SOC 2 compliance

- Real-time security measures

- Automated controls to safeguard data

Summary & next steps

- Next Steps:

    o Follow-up meeting to dive deeper.

    o Request introduction to other players

    o Ask them to assemble more info, affect introductions, etc.

    o Joint planning session.

Other notes:

DO NOT FORGET - Three Important Things to Find Out

1. **Current Technological Infrastructure and Pain Points:**

Question: "Can you describe your current coding and billing technology setup? What specific challenges are you encountering?"

Purpose: This will help you identify gaps where Fathom's solutions can provide immediate value.

2. **Strategic Priorities for Operational Efficiency:**

Question: "What are your top priorities for enhancing operational efficiency over the next year? How are you planning to achieve these goals?"

Purpose: Understand where Novant is focusing its efforts so you can align Fathom's offerings with their strategic objectives.

3. Decision-Making Process and Stakeholders:

Question: "Can you walk me through your decision-making process for implementing new technologies? Who are the key stakeholders involved?"

Purpose: Identify the influencers and decision-makers, ensuring you engage all relevant parties in subsequent discussions. Start to identify "mobilizers" – ask the participants in this call to make introductions to other players.

DO NOT FORGET - Three Important Things to Articulate

1.   Value Proposition and ROI:

Message: "Fathom's AI-driven coding solutions can help reduce your total coding costs by up to 70%, ensuring a faster and more reliable billing process. This not only streamlines operations but also significantly improves your financial performance."

Purpose: Emphasizing the cost savings and efficiency gains highlights the immediate financial and operational benefits of adopting Fathom's technology.

2. Security and Compliance Assurance:

Message: "Our solutions are HIPAA and SOC 2 compliant, employing real-time auditing to ensure continuous compliance and data security. In light of recent cyber threats, our robust security measures can provide peace of mind and protect sensitive patient data."

Purpose: Reinforcing Fathom's strong security protocols assures Novant Health that adopting your solutions will mitigate risks of breaches, a current high-priority concern.

3. Customization and Scalability:

Message: "Fathom's technology can be tailored to your specific workflows, handling seasonal spikes and growing with your scaling needs. Our systems are capable of processing millions of charts daily without any slowdown, ensuring uninterrupted operations."

Purpose: Highlighting the flexibility and scalability of your solutions reassures Novant Health that Fathom can meet their unique and evolving demands.