

## IBM ActionOI – Email and Voicemail Templates

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### SOLUTION SELLERS EMAIL TEMPLATES:

Persona: Chief Financial Officer, Chief Executive Officer

Email – Subject Line: Stop the leakage. Start saving money.

Find the drains in your operating expenses and inefficiencies in your organization. IBM ActionOI® enables peer-to-peer financial performance comparisons to accurately identify drains on operating budgets and reveal opportunities for performance improvement. This allows you to make necessary adjustments for better profitability without sacrificing quality of care.

- **Compare both actual and normalized performance data** against peers of similar size and operating characteristics while protecting confidentiality of sensitive data
- **Maintain laser focus** on labor productivity, labor expense and supply expense
- **Identify and concentrate** on closing productivity gaps which adversely impact the bottom line

[Learn how](#) to find your drains.

Regards,

<Your name and title>

Email – Subject Line: Close the gap. (Or: Close the gap in your operational budget.)

Bridge the gap between the delicate balance of spend with clinical quality. IBM ActionOI® enables peer-to-peer financial performance comparisons to accurately identify drains on operating budgets and reveal opportunities for performance improvement. This allows you to make necessary adjustments for better profitability without sacrificing quality of care. Designed to evaluate operational and financial performance in a realistic context through actual and normalized data, ActionOI enables you to:

- Execute in-depth analyses to support budget projections, staffing requirements and cost-reduction opportunities
- Address productivity, cost and utilization for the health system, hospital and department level
- Target high-growth opportunities to achieve quantifiable ROI through performance improvement initiatives.

[Learn how](#) you can close the gap.

Regards,

<Your name and title>

Email – Subject Line: Data saves dollars.

Understanding data at the deepest levels with comparisons to peer groups pinpoints exactly where you can save dollars, make improvements, and hit targeted goals. IBM ActionOI® provides insight and compares both actual and normalized performance data against peers of similar size and operating characteristics. Plus, the data is refreshed quarterly so the results are timely, not stale.

- Each 1% cost reduction provides a 10:1 ROI
- 46% of clients reduced cost in first year of participation
- Of those 46%, the average cost reduction was 5.8%

[Learn what combining clinical data and operational data can do for you.](#)

Regards,

<Your name and title>

Email – Option 1 - General

Hello,

I'm reaching out from IBM Watson Health. We help healthcare organizations like yours see where their opportunities for performance improvement exist. By providing analytic insights into operational performance and resource utilization across the organization, leveraging your existing data infrastructure, we can help you maintain margins and stay competitive.

I'll be in your area next week and welcome the opportunity to briefly connect. My goal would be to learn and explore your organization's unique analytic needs & provide a high-level overview of how we might be able to help, so you could decide if this is something that could bring value and worth exploring further, or not.

(INSERT call to action). Please let me know how you'd like to proceed.

Regards,

<Your name and title>

#### Email - Option 2 - General

Hello,

I'm reaching out from IBM Watson Health. We help healthcare organizations like yours by providing analytic insights into:

- Operational performance
- Resource utilization
- Comparative benchmarks

I'll be in your area next week and welcome the opportunity to briefly connect. My goal would be to learn and explore your organization's unique analytic needs & provide a high-level overview of how we might be able to help you glean more insights from your systems and data and you could then decide if this is something that could bring value and worth exploring further, or not.

(INSERT call to action). Please let me know how you'd like to proceed.

Best regards,

<Your name and title>

#### Email - Option 3 – Operating Margin pitch:

Dear \_\_\_\_\_,

## 10.53%

That is the median Operating Margin Percent for our Operational Performance Benchmarking clients during fiscal year ending Q2 2018. What is your Operating Margin Percent?

We'd welcome a conversation surrounding some of the challenges you may be facing with growing your operating margin or controlling operational expenses.

IBM Watson Health and our legacy companies have decades of experience in supporting ongoing benchmarking programs, opposed to one time reports from consulting engagements, that help hospitals and health systems permanently address issues in:

- Cost management
- Labor productivity
- Skill mix balancing

We will bring to the meeting a documented review of several facility and departmental performance benchmarks for hospitals of your size and teaching status. We will leave this custom analysis with you after our discussion so you can share this information within your organization.

**The goal of the proposed meeting would be to review this data with you and discuss how our operational benchmarking tools can help you drive better business outcomes around cost and productivity management. Then you can decide whether or not it makes sense for us to take next steps on a plan for you to implement an ongoing cost control management program based on our industry proven benchmarking analytics.**

I will be calling you in the next few days to follow up and schedule an initial meeting. In the meantime, if you have any questions, I can be reached at the number below.

Regards,

<Your name here>

### Voicemail Script:

Hi \_\_\_\_\_. My name is \_\_\_\_\_ with IBM Watson Health. I am reaching out today to schedule a quick conversation to discuss your organizations data strategy and how IBM Watson Health could enhance your analytic insights on the systems you have today. Our goal would be to learn and explore your specific needs & to provide a high-level overview of how we might be able to help you discover fresh clinical and financial insights from your data, so you could decide if this is something that could bring value to your organization, or not. I'll follow up

this VM with an email if you prefer to connect that way. Again, looking forward to hearing from you, in case you missed it my name is \_\_\_\_\_ and I can be reached at \_\_\_\_\_.