

118 expansion candidates. Start with the 22 closest to home.

A healthcare software company at a growth reset. The question: where should the next growth push go?

THE CALL

Grow inside current customer systems first. Review the 22 before funding a broad new-customer push.

Built from public information. No data room.

7 health systems on the company's public customer list

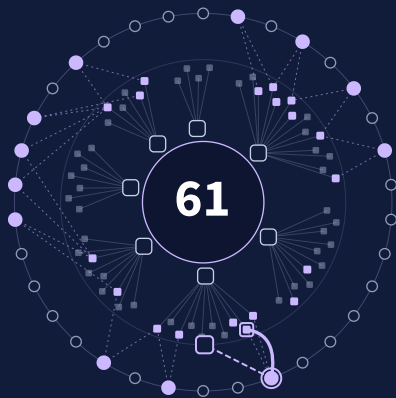
118 other hospitals in those systems pass the volume screen

22 in states where the company already has reference sites

12 thought leaders with public ties to its reference sites

Why this move. Public references cover only part of these 7 systems. Test the room inside them first.

12 thought leaders overlap with 19 of 61 public references. Test there first.



- Public reference
- Thought leader with ties
- Expansion candidate
- Professional activity
- Institutional context

ONE CONNECTION TO EXPLORE

Shared stage. Shared system.

- **Clinical leader A**
At a public reference site
Co-presented at a national meeting
- **Thought leader B**
Ties to three reference sites
Same-system context
- **1 expansion candidate**
In the first 22

THE FIRST ACTION

Commercial lead and account owners confirm coverage and rank the 22. Three questions set the order:

- 1** Which of the 22 have a need you can name today?
- 2** Which of these relationships are active, and who owns them?
- 3** Who makes the first approach, to whom, and why?

WHAT WOULD CHANGE THE CALL

Existing coverage, a satisfied incumbent, closed purchasing or limited delivery capacity in those systems. If any of those holds, we move the effort to the next-strongest opportunity.

YOUR FIRST ENGAGEMENT

Decision brief • Priority opportunities • Relationship map • Working review

One company. One decision. Scope and fee agreed in writing before work starts.