

Help healthcare providers modernize their IT with Microsoft Financing

Healthcare organizations face big challenges today: adapting to new health insurance exchanges, meeting new regulations and reporting requirements, and containing treatment costs.

With **Microsoft Financing** payment solutions, you can help your healthcare customers through flexible payment options that can expand their IT purchasing power, allowing them to modernize their Information Technology infrastructure while effectively managing cash flow and liquidity.



Key selling points



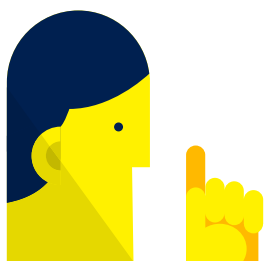
Seller value

- ▶ **Accelerate deployment and consumption** – consolidate all aspects of the IT solution into a single, predictable payment structure.
- ▶ **Improve deal profitability** – preserve price points, facilitate upsells, and get paid in full when the deal closes.

Customer value

- ▶ **Match payments to Electronic Medical Records (EMR) reimbursement stages** – accelerate your IT upgrade project and avoid non-compliance penalties.
- ▶ **Alleviate unexpected/unplanned expenses** – increase liquidity and preserve cash on hand while obtaining the technology solution you need to move towards outcome-based care.

How it works



1	Familiarize yourself with payment solutions
2	Identify and present opportunities to your customer
3	Engage with your Financing Desk Manager
4	Sign documents



Handling customer objections with Microsoft Financing payment solutions

Customer may say...	How to tackle the objection
"Your sales price is too high."	Probe deeper into their IT needs. Offer a full technical solution with an affordable payment structure that matches their budgets and deployment plans.
"We're financially strong. We don't need any kind of financing."	As customers consider their technology solution, outline to them their additional payment options and the associated economic impacts.
"We'll have to wait until next year since we have a very limited budget this year."	Introduce custom payment solutions such as deferred and ramped payments. Show how payment solutions can match the customer's business calendar and seasonal transactions, helping them accelerate deployment of their cloud solution.

Healthcare customer concerns

- ▶ **New regulatory requirements** – meaningful use of Electronic Medical Records (EMR) is now required for all patients
- ▶ **Systems modernization** – the large investments in EMR left healthcare companies facing rising costs to maintain aging platforms
- ▶ **Improved care efficiency** – the shift to value-based care and general downward pressure on reimbursements requires significant improvements in clinical productivity
- ▶ **Move to the cloud** – Customers can secure the technology they need with fixed payments, with the flexibility to put future workloads into the cloud with a simple, flexible additional payment

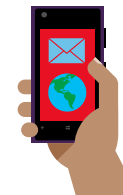
Want to know more?

Learn how Microsoft Financing can help you win more opportunities.

✉ MSFinUS@microsoft.com

🌐 Partner resources: www.microsoftfinancing.com

Customer: www.microsoft.com/financing



Customer win



Who: Major mid-west pediatric hospital.

Challenge: Margin pressures from healthcare reform and declining patient volumes caused IT budget reduction and postponed investment.

Solution: By utilizing a standardized payment plan, this facility was able to accommodate the necessary technology upgrades, reduce costs associated with redundant platforms, and lay the foundation for new Business Intelligence solutions within the reduced budget for the coming fiscal year.



Flexible payment plans



Standardized: even monthly, quarterly or semi-annual payments



Deferred: no initial payment for a pre-agreed term



Ramped: payments start low to match deployment and migration projects