CUSTOMER SUCCESS
SUMMIT
PRESENTED BY TOTANGO

Managing the Risk Monster

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TOTANGO

Agenda

1. Waystar + Client Success Overview
2. What was Needed to Manage Risk
3. Proactive Risk Management
4. 2022 Objectives

Madhavi Bezwada

VP, Client Success
Waystar

PURPOSE

We simplify the healthcare revenue cycle, so our clients and partners can focus on their goals, patients and communities.

MISSION

We deliver innovative technology solutions that simplify and unify the revenue cycle to improve the financial health of our clients.

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WAYSTAR OVERVIEW

40%
of U.S. patients

500k+
Providers

1k+
Hospitals and health systems

20+
Years in the industry

2.5b+
Annual transactions

$200b
Annual payments to providers

Our values: Honesty | Kindness | Passion | Curiosity | Fanatical Focus | Best Work, Always | Make It Happen | Joyful, Optimistic + Fun

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Building Waystar from the Ground Up

UNIFIED PLATFORM: COMMERCIAL + GOVERNMENT + PATIENT PAYMENTS

WAYSTAR CREATED

navicure

ZIRMED

2017

STRATEGIC ACQUISITIONS

connance

PARO

RECONDO

PATIENTCO

ovation

digitize.ai

eSolutions

2018 - 2021

Focused on acquiring innovative SaaS platforms with AI / ML capabilities

20+ Years Experience

WHY WAYSTAR IS UNIQUE:

- All commercial + government payers + patient payments on a single platform
- Industry's best technology, enabling continued product innovation
- Modern, elegant user experience
- Proven ROI and market-leading customer satisfaction

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Client Operations Imperatives

World Class Experience

- Communication (Value-Creation)
- **Satisfaction (NPS)**
- Engagement

Revenue Realization

- “Unlock the Backlog”
- **Contract Adherence**
- Adoption Cycle Times

Operational Excellence

- Client Adoption
- Client Operations
- **Client Engagement and Utilization**

Sustainable Growth

- **Cross-Sell / Up-Sell (Team Selling)**
- Market Expansion Readiness
- Talent Development

Client Success Focus Areas

*In Client Success we execute with fanatical focus on Client Satisfaction + Growth + **Retention** and passion for our Team Members.*

CSM Principles

- Embed High Quality Talent
- Drive + Measure ROI / Value
- Identify Proactive Insights
- Share Best Practices
- Act as a Trusted Advisor

Integrate Successfully

+ Multiple Platforms
+ Multiple Data Sets
+ Best Work, **Everywhere**

Grow Concurrently

+ Client Insights Team
+ Totango Investment

Build a Strong Foundation

+ Long-standing, Reference Clients
+ VOC Feedback

Our Journey to Improving Client Retention and Managing Risk

Client Success Needed

A common client platform

- **Unify and Improve** client experience – Client Satisfaction
- **Increase** overall retention rate – Client Retention
- **Accelerate** upsell and cross-sell efforts – Client Growth
- **Scale** CSM resources – Team Member Experience

Client Retention Needed

Provide actionable insights to CSMs & Leadership

A Proactive Approach to Client Lifecycle

Streamlined Data and Workflow

Drive Advocacy, Renewals and Expansion

Proactive Risk Management

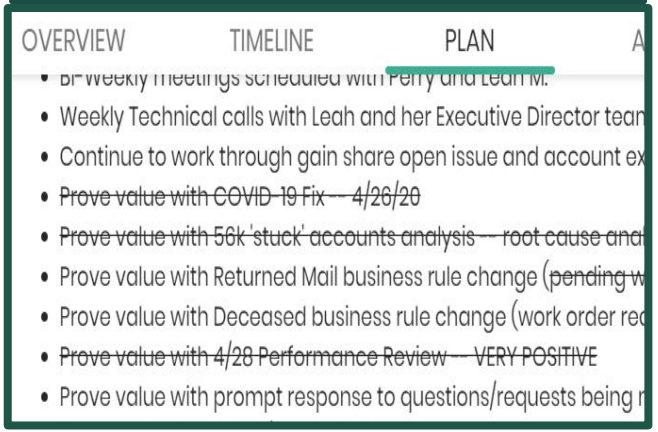
Leverage multiple attributes to identify risk and proactively manage save plans.

1) Predicting Risk Before Client Notification

- CSM Sentiment Detractor (0-6 Rating)
- Merger or Acquisition = Y
- Key Stakeholder Turnover = Y
- HIS Migration = Y
- *Charge Integrity*: Identified ROI < 3.0
- *Charge Integrity:* Added ROI < 2.0
- *Claims:* Clean Claim Rate <=95%
- *Claims, Remits, Eligibility*: Δ in Tx Volume by > 20%

- **Client Engagement**: Increased model when potential risk is identified

2) Proactive Save Plan



- **Alignment and Visibility** on Retention Strategy

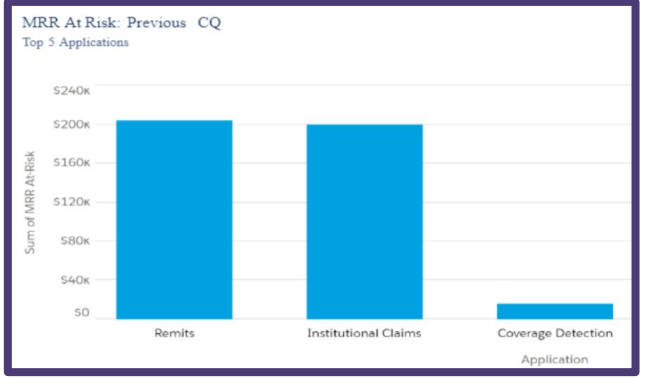
Proactive Risk Management

Focus on contract renewals and extensions, and cross-functional retention initiatives.

3) Proactive Management of Contract Renewals

- **Reporting**: Totango Dashboards to monitor upcoming contract decisions

4) Cross-Functional Retention Initiatives



- **Engagement:** Sharing insights fromTotango with cross-functional teams to manage risk

Client Retention in 2022

Goal: **Fanatically Focus** on identifying, managing, escalating and mitigating client risk, to retain our clients and ensure satisfaction.

2022 Objectives:

- Improve overall attrition rate by 50bps
- Improve and Maintain Retention Data Integrity (Contract Renewals, Risk Factors, Save Plans)
- Create Visibility into Contract Renewals, Risk, Retention, Attrition and Client Saves
- Automate Attrition Reporting
- Integrate Renewal Management

Thank You