

# Rivo360

## Healthcare Sales Playbook

### POSITIONING

- Rivo360 is purpose-built for regional hospitals and medical centers facing CMS Emergency Preparedness compliance requirements without enterprise complexity.
- Unlike legacy EOC platforms that require months of IT implementation, Rivo360 deploys in days with pre-built ICS-209 reporting templates and CMS-compliant workflows.
- Our AI-powered incident assistant reduces manual data entry by 80%, freeing your safety officer to focus on response coordination rather than documentation.

### KEY TALKING POINTS

**CMS Compliance Made Simple:** Pre-built ICS-209 reporting templates ensure audit readiness. No more manual form filling during incidents.

**Reduce Response Time:** AI auto-classifies incidents and fills data gaps. Average response coordination time drops from 45 min to 8 min.

**No IT Burden:** Cloud-based, no infrastructure required. Your safety team can be up and running in 48 hours.

**Multi-Department Coordination:** Unified dashboard for nursing, security, facilities, and administration. Everyone sees the same situational awareness.

**Cost-Effective:** Transparent per-user pricing (\$8K-\$50K annually). No enterprise licensing fees or hidden costs.

### OBJECTION HANDLING

**Objection:** 'We're too small for this type of software'

**Response:** Regional hospitals with 50-500 beds are exactly our target. We're built for mid-market operations, not Fortune 500 enterprises.

**Objection:** 'Our current system works fine'

**Response:** Spreadsheets and email chains fail during real incidents. CMS auditors expect documented, timestamped incident management. Rivo360 provides proof of compliance.

**Objection:** 'Implementation will take months'

**Response:** Average deployment is 2-3 days. We provide pre-built templates, so your team configures, not builds.

**Objection:** 'We don't have IT resources'

**Response:** No IT required. Cloud-based, managed by us. Your safety officer controls everything through an intuitive interface.

