

## Messaging and Positioning Framework: Arena

<b>Benefit Statement</b>	Arena uses data and predictive analytics to improve patient and financial outcomes including employee turnover, patient satisfaction (HCAHPS), hospital readmissions, employee engagement, medical incidents, and time and attendance.		
<b>Positioning Statement</b>	For health care leaders looking to improve patient and financial outcomes, Arena’s platform harnesses the power of data and predictive analytics to in the same way Amazon and Netflix do. Unlike traditional assessment tools, we collect large amounts of data on applicants and map that data to outcomes to build customized models to predict which applicant will be most likely to improve outcomes in each role, in each department, in each facility, in each organization, at each time.		
<b>1<sup>st</sup>/2<sup>nd</sup>/3<sup>rd</sup> Audience</b>	<p>Organizations: Hospitals and Long Term Care (LTC) facilities with 3,000+ employees or 200+ beds            Contacts: People working at target companies with the following roles (in priority order)</p> <ol style="list-style-type: none"> <li>1. Chief Executive Officer (CEO), President, Chief Operating Officer (COO), Chief Financial Officer (CFO)</li> <li>2. Chief Human Resources officer (CHRO), Chief Talent Officer, Chief People Officer, EVP/SVP/Head of Human Resources</li> <li>3. Human Resources/Recruiting/Talent Acquisition</li> </ol>		
<b>Pain Points</b>	<p><b>Hospitals</b> are finding it more difficult to:</p> <ul style="list-style-type: none"> <li>● Improve patient and financial outcomes</li> <li>● Find and retain the best people within acute areas, including nurses but also extending to housekeeping and food service</li> <li>● Deal with a shortage of qualified healthcare workers, including nurses, which makes turnover even more painful</li> <li>● Find opportunities for financial improvement in an environment of declining reimbursement rates.</li> </ul>		
<b>Value Pillars</b>	<b>People are the heart of health care</b>	<b>Health care is using predictive analytics</b>	<b>Lower turnover by median of 38%</b>
<b>Proof Points</b>	<ul style="list-style-type: none"> <li>● Health care workers are the key factor in the most critical patient and financial outcomes, including: employee turnover, patient satisfaction, employee engagement, and hospital readmissions</li> <li>● And they account for 50 - 60% of the annual operating costs in the typical hospital</li> </ul>	<ul style="list-style-type: none"> <li>● Health care organizations are already using data and predictive analytics to predict the likelihood to be readmitted, have an adverse reaction, or to respond to a treatment.</li> <li>● Amazon and Netflix are using these same techniques to predict the most likely product we will purchase or entertainment we will watch</li> </ul>	<ul style="list-style-type: none"> <li>● Arena has lowered turnover by a median of 38% across 450+ client facilities</li> <li>● We guarantee a reduction of at least 10% or we will refund the pilot costs</li> <li>● We generate predictions for all open roles simultaneously, so we can recommend candidates that have applied to other roles in the system</li> </ul>