



Tips to Overcome 5 Common ensosleep AI Scoring Objections

Objection: Auto scoring solutions have not worked in the past and will never work.

What People are Saying: "People promised computers could score studies for years and it's never worked."

Objection Handling: **Diffuse and appeal to their curiosity.**

- "You're right! Most PSG/HSAT platforms that score sleep studies haven't worked well in the past."
- "Have you ever used an auto scoring solution based on Machine Learning and Artificial Intelligence (AI)?"
- "In fact, I believe it would be worth 30 minutes of your time to learn how AI Scoring is very different from traditional software-assisted auto scoring programs. Can I have someone reach out to discuss this with you?"

Also Read:
AI Scoring vs
Auto Scoring
FAQ

Objection: We have people that do that.

What People are Saying: "We are proud of our scoring team. Having them score ensures accurate studies."

Objection Handling: **Praise and Push. Inquire about tech's additional responsibilities.**

- "If your team wants to get more involved in other parts of patient care, you can support them by freeing up some time that they use to score now. If your staff loves to score studies, EnsoSleep can help fill up your existing rooms or support you in adding new rooms or HSATs."
- "We'd love to help you support your team, because they are ultimately why you deliver great patient care."
- "If you have an awesome team that just wants to score, what if they can score twice as many studies? You won't run out of patients, so let's get them all tested."

Also Read:
St. Joseph
Health Case
Study

Objection: We see really complex patients.

What People are Saying: "I don't think technology can handle the level of complexity in our studies."

Objection Handling: **Dive deeper.** Ask about the **types of patients** they see and how that **impacts their scorer(s)**.

- "It sounds like you are providing really impactful care. Which sleep disorders are you seeing in patients?"
- "You're right, traditional auto scoring hasn't been as effective as a tech with really complex patients. Our AI isn't perfect, but it's a big step up from traditional auto scoring software with more complex studies."
- "Let EnsoSleep take the first pass at scoring the studies and allow your techs to really focus on the complex patients and complex aspects of the sleep studies."

Also Read:
EnsoSleep
White Paper

Objection: Our doctors would never go for that.

What People are Saying: "Our doctors require a level of accuracy auto scoring simply can't meet."

Objection Handling: **Don't brush this off**, instead, **empathize with them.**

- "Auto scoring has a reputation for being inaccurate and unreliable. AI Scoring is a different solution."
- "It sounds like you might have some more particular Doctors, but I bet you have some strong, experienced technologists, as well. How can you allow your excellent staff to do more with their time?"
- "Our AI scoring solution provides consistent scoring, allowing techs to cater to the specific needs and requests of each provider or physician."

Also Read:
Advanced
Sleep
Management
Case Study

Objection: We can't afford any extra costs.

What People are Saying: "Reimbursements are low, and our margins are thin. We're a frugal organization."

Objection Handling: **Pivot away from direct costs** of the software to the **realized savings AI generates.**

- "I completely understand. Taking care of patients and maintaining an outstanding team is getting harder and harder to do, especially with reimbursements down and staff being harder to find and retain."
- "If you have time to talk with an EnsoData rep, they might be able to help you in that area, as they work with hundreds of labs dealing with the same thing as you."
- "One solution working for many labs is adding software that measures Total Sleep Time, which can lead to higher reimbursement codes. AI scoring can also help staff catch up on any backlogs by scoring more studies in the same amount of time or even free up scoring time to do other things."

Also Read:
HSAT and
Sleep Time
Billing Guide

Have questions? Contact respicardia@ensodata.com.

