



CASE STUDY / ALLSCRIPTS PITCH DECKS AND LIBRARIES

Allscripts, a healthcare information technology company, wanted to strengthen and standardize their Sales slide presentations and more clearly articulate their portfolio and brand benefits to prospects. We helped create a master pitch deck and comprehensive slide library that covered the several different market segments that Allscripts served. These decks were oriented in terms of client benefits, which helped build a new model for indexing important benefit messages across the organization.

THE CHALLENGE

Allscripts sellers were struggling to find slides that communicated clear client benefits. Many slides existed that focused on Allscripts as a company or specific product benefits, but very few slides were framed in terms of the client value. As a result, sellers were largely creating decks from scratch that did not look completely professional and were not aligned with the Allscripts message. Allscripts hoped to change their message orientation so it was client-focused, standardize decks, and shift Sales effort from building slides to building decks that matched particular needs.



We improved and validated the corporate value proposition and messaging for this overview deck, then built decks and libraries for all major segments using this deck as a base.

WHAT DID PEARSON DO FOR ALLSCRIPTS?

Allscripts had many existing slides, but most of them were Allscripts talking about their own company rather than Allscripts talking about benefits they would deliver to clients. From the outset, we knew that the new decks and libraries needed to clearly articulate the Allscripts benefits to prospects and clients. We suggested a “Good For” theme and structure that split into three categories of benefits—those that benefit patients, those that benefit clinicians and those that benefit the organization, which includes both financial and operational benefits.

We began the deck creation process by first improving and validating the highest-level corporate value proposition and messages. We used that messaging as a base for the corporate deck and library. These decks were for high-level corporate presentations, like shareholder calls or events.

After approving the core deck and library with company leadership, we then worked with Sales reps and Solutions experts across the six business units to determine their main asks for their deck and slide library. We then created library slides that reflected that department’s solution portfolio and value propositions. These library slides were organized by the “Good For” structure, designed to be

added to the core deck as needed to create the perfect tailored pitch for the prospect.

Ultimately, we built a system of multiple decks across all the segments that Allscripts served, which enabled Sales to mix and match depending on their needs. We also created a process for deck management, including tools to manage and update the slides, and helped execute changes to the decks over the span of a year. As Sales discovered they needed new slides, we created and added them, and as new solutions were introduced, we built out corresponding slides—ensuring that all decks stayed relevant and useful to the Sales teams, while still aligned with the Marketing message. Sales, meanwhile, was able to build decks that matched their particular need instead of building slides—with resulting decks that clearly told the Allscripts story in terms of client benefits.

WHAT WAS SIGNIFICANT?

Allscripts Sales reps' utilization of the pitch decks and slide libraries has improved, and Marketing now has more visibility into the messaging prospects and clients receive—greatly improving collaboration and coordination between Sales and Marketing.

With these pitch decks and slide libraries, Allscripts has been able to:

- Shift their voice from talking about Allscripts as a company to directly talking about benefits they deliver to clients
- Enable Marketing to more effectively articulate the corporate brand positioning and messaging
- Help each of the six business units articulate their unique value proposition and differentiation so Sales reps could better tell their stories
- Save Sales reps time in creating future decks with interchangeable slide libraries they could configure for their particular pitch
- Improve Marketing control over the messages, value prop, and look and feel being communicated to clients and prospects

With our work on these decks and libraries, Allscripts now has pitch decks and libraries that reflect their current offerings and value propositions. These slides are all framed in terms tailored to their three specific target benefit types—improving the company's relevance and better communicating the value of Allscripts.

How to use this branded deck

Note: This file contains the **approved** corporate deck slides – No other slides or visuals should be used.

Step 1: Understand the Structure

CLAIM

Good for Patients

PROOF

What Distinguishes Allscripts

- Connecting the services across the community to provide the highest level of care opportunities
- Streamlined and integrated care
- Streamlined and integrated care
- Streamlined and integrated care

EVIDENCE

Coordinated care and healthy communities

- 145+ Practice Partners
- 370 Sites (and 3000+ Beds)
- 58+ Open 24h (and 2000+ Beds)
- 17 Locations
- 2,195 Programs
- 17M+ Connected Consumers

Step 2: Customize

Select additional 'Proof' slides from the appropriate **Library** (separate deck) to emphasize key areas or lengthen presentation

An instructional slide in each segment library explained the target benefit structure and how to add relevant slides into the core deck as needed.

HERE'S WHAT YOU NEED TO DO.

If you want to equip your field, call **Jenee Gatto** today at **408-540-5305**. Or, if you'd like to explore more contextual selling best practices such as strategic messaging, high-value pursuit support, sales playbooks and guided selling tools, visit us at www.contextual-selling.com.