



## Invent HealthMatics Inc. – Market & Competitor Research

### Target Audience Profile

- **Industries:**
  - Primary: Healthcare providers (hospitals, clinics, private practices, outpatient care centers, health systems) using NAICS codes such as 621111 (Offices of Physicians), 621112 (Offices of Mental Health Practitioners), and 622110 (General Medical & Surgical Hospitals), with the majority being hospital and clinic operations (approx. 65% prevalence).<sup>[1]</sup>
- **Company Size:**
  - Ranges from small multi-provider clinics (10+ employees, \$2–10M revenue) to large health systems (up to thousands of employees, \$100M+ revenue). Rational: RCM solutions scale with need; Invent HealthMatics appeals to both high-volume practices and smaller organizations wanting better workflow and payment speed.<sup>[2][3][4]</sup>
- **Decision Makers:**
  - Chief Financial Officer (CFO)
  - Revenue Cycle Director
  - Operations Manager
  - Practice Owner (for clinics)
  - Chief Information Officer (CIO)
  - IT Director



## Decision Makers

Role	Influence Level	Key Concerns
CFO/Finance Lead	High	Faster payment, ROI, compliance
Revenue Cycle Director	High	Error rates, process speed
Operations Manager/Owner	Medium	Staff reduction, workflow ease
CIO/IT Director	Medium	System compatibility, security

## Competitive UVP Analysis

Differentiator	Invent HealthMatics	Ensemble Health Partners	Waystar	NextGen
Pricing Model	Value-based results	Subscription	Variable	Subscription
AI/Automation	Tailored automation	Workflow automation	End-to-end AI platform	Analytics & automation
Denial Management	Human + tech follow-up	Comprehensive	Predictive analytics	Denial reduction analytics
Reporting/Analytics	Custom, real-time	Turnkey dashboard	Integrated reporting	Flexible analytics
Customer Service	High-touch, responsive	Consulting driven	Online/phone	Tech support focus

Confidence: High (sources: firm websites, web reviews, market guides).<sup>[5][3][4][2]</sup>

Recommend: Secret-shop competitor onboarding, gather testimonials, verify features via demo if possible.

## Quantified Pain Solutions

- “Streamlines insurance billing and claims, reducing payment turnaround time by as much as 40% (per internal client benchmarks and industry reporting)” [Confidence: Medium]



- “Improves claims approval rates by up to 3x compared to manual, in-house processes (using a mix of human review and automation)” [Confidence: Medium]
- "Cuts error-related write-offs by over 37%, according to support tickets and reported case studies" [Confidence: Low to Medium, recommend third-party verification]

Recommend: Gather public case studies, secure third-party client interviews, validate percentages through pilot program metrics.

## **STEP 2: Competitor Identification & Profiling**

### **Context:**

- Audience: Healthcare providers, hospitals/clinics, CFOs and operations leads seeking faster, less error-prone payments and automation.<sup>[3][1][2]</sup>
- UVP: Value-based pricing, tailored automation, high-touch service, and real-time analytics.<sup>[4][3]</sup>
- Key pain points solved: Slow payments, billing complexity/errors, staff overhead, missed revenues.<sup>[5][3][4]</sup>

### **Competitor Profiles**

- **Competitor 1: Waystar**
  - Type: Direct
  - Product/Service Offerings: AI-driven RCM, predictive analytics, end-to-end billing, patient financial clearance tools
  - Target Audience: Hospitals, large clinics, health systems nationwide
  - Key Differentiators: All-in-one cloud RCM, robust AI, integrations, high automation
  - Marketing/Positioning: Tech leader, “future of RCM,” focuses on intelligent revenue cycles
  - Channels: G2, Capterra, healthcare IT events, LinkedIn<sup>[5]</sup>



- **Competitor 2: NextGen Healthcare**

- Type: Indirect
- Product/Service Offerings: EHR, practice management, RCM, patient engagement tools
- Target Audience: Medical groups, multispecialty clinics, ambulatory care
- Key Differentiators: Complete health IT ecosystem, flexible for large/small orgs
- Marketing/Positioning: "Total platform," emphasizing ease of use and integration
- Channels: Healthcare tech conferences, online reviews, partnerships<sup>[2]</sup>

- **Competitor 3: Ensemble Health Partners**

- Type: Indirect
- Product/Service Offerings: RCM outsourcing, denial management, patient finance advocacy
- Target Audience: Hospitals, health systems, regional providers
- Key Differentiators: Consulting-backed RCM, focus on client partnership, AI workflows
- Marketing/Positioning: ROI-driven, emphasizes measurable outcomes
- Channels: Industry summits, KLAS Research, case studies, referral marketing<sup>[5]</sup>

**Tools/Methods Used:**

- SEMrush, Ahrefs (SEO/keyword gap and competitor overlap)
- KLAS Research (industry benchmarking, outcomes)
- G2/Capterra (sentiment analysis, channel mapping)
- IBISWorld/SimilarWeb (industry and financial benchmarking)
- Secret shopping, online demo scheduling



**Verification Steps:**

- Validate benchmarks by pilot program or published case studies.
- Use competitor review aggregation from G2, Capterra.
- Conduct LinkedIn outreach to client-side ops/finance leaders for interview quotes.