

2025 SBI SPRING REGIONAL SUMMIT

MAY 13-14, 2025 ATLANTA, GEORGIA

BLUEPRINT

for Sustainable Growth



Driven by Insights
Delivered from Experience



Adapting with the Customer Across 25+ Years of Change

BJ Schaknowski, CEO, symplr





OUR MISSION

We simplify healthcare operations so caregivers have more time to give care





Outcomes that matter. Results that count.



What we do

- Only healthcare operations platform of scale delivering value in 9/10 US healthcare organizations
- Revolutionizing healthcare operations with workforce, provider data, contracts, compliance, quality, & safety solutions
- Focused in acute care, payer, and non-acute markets



How we do it

- Uniquely positioned to help health systems improve outcomes with connected systems that align organizations across silos in healthcare operations
- Award winning products and delivery designed to help customers achieve value and optimize efficiencies
- Fast becoming de-facto 4th HCT platform of choice for hospital CIOs



Why our customers win

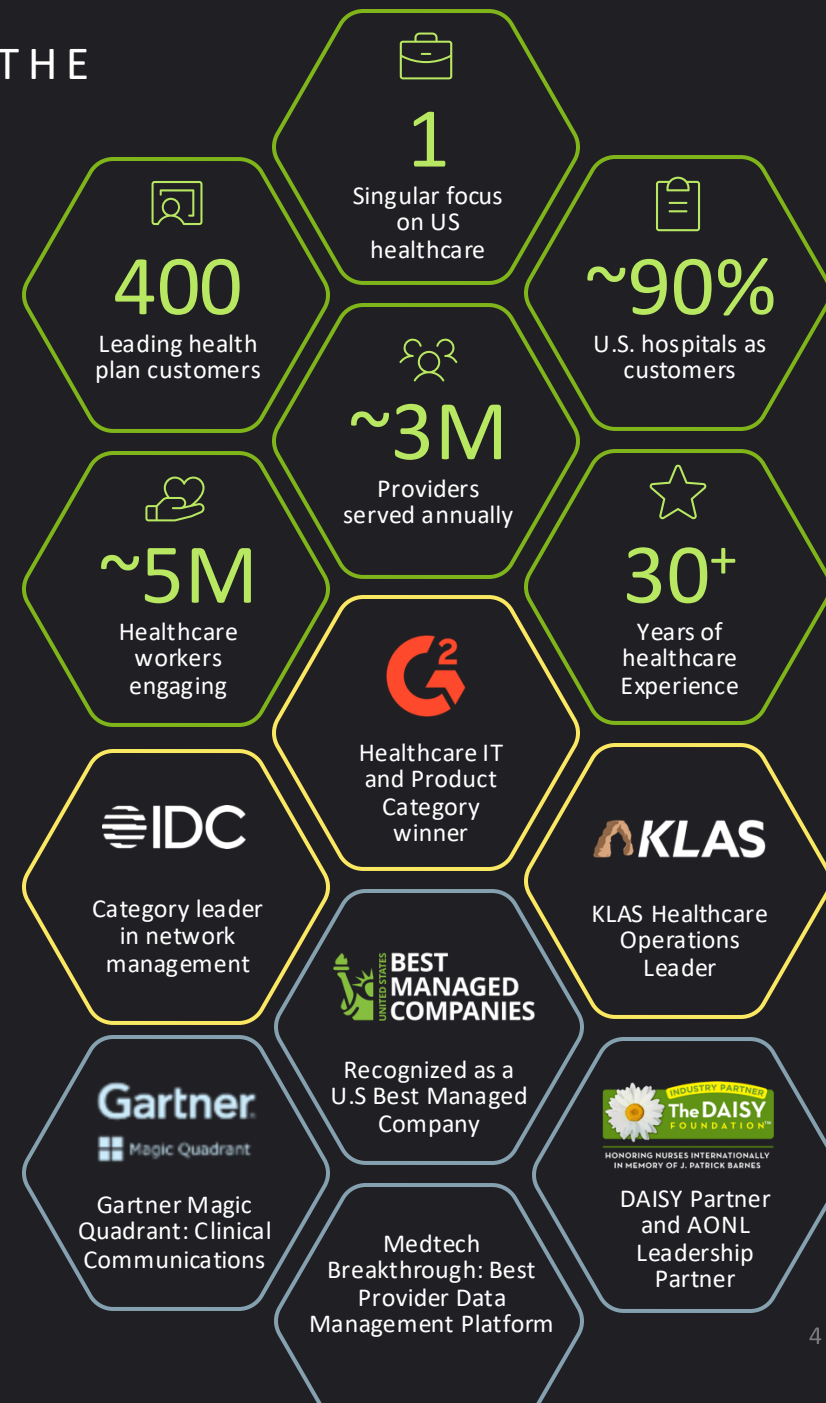
- Best-in-class solution functionality that addresses key workflow needs with hard ROI
- Unlock efficiency and solve challenges they didn't think could be solved by changing how they connect, communicate, and interoperate

SYMPLR BY THE NUMBERS

A trusted leader in
9/10 US hospitals
today

Leading products
in Healthcare
Operations

Awards &
Partnerships



How We'll Spend Our Time Together

My Journey

Career Walk Through

Key Observations Along the Way

What's Worked for Me

What's Changed & What Hasn't

Data, Relationships, and the Science of Selling

Looking Forward

Navigating Market Uncertainty by Learning from the Past

Studying the Bigger Tech Landscape

Get Lean, Change Value Messages, and Align with the Board



My Journey Career Walk-Through



My professional journeyline

INTUIT

Sage

 Vertafore


technologies



LexisNexis



 symplr®



Key Observations Along the Way
What's Worked for Me



Lessons Learned Along the Way



INTUIT

Refining my executive leadership presence and platform allowed me to scale within a bigger company culture focused on key revenue drivers – the What & the How

Vertafore

Reorganizing our Sales & Marketing functions against a solid coverage and capacity model as well as implementing a new commercial tech stack helped drive operational rigor

symplr®

By creating a common culture and selling motion, investing in innovation and product marketing and strategically implementing core infrastructure, we have united our departments around key goals and metrics



What's Changed and What Hasn't Data, Relationships, and Selling



Don't Ignore Data, Relationships, and the Science of Selling





Looking Forward Navigating Market Uncertainty



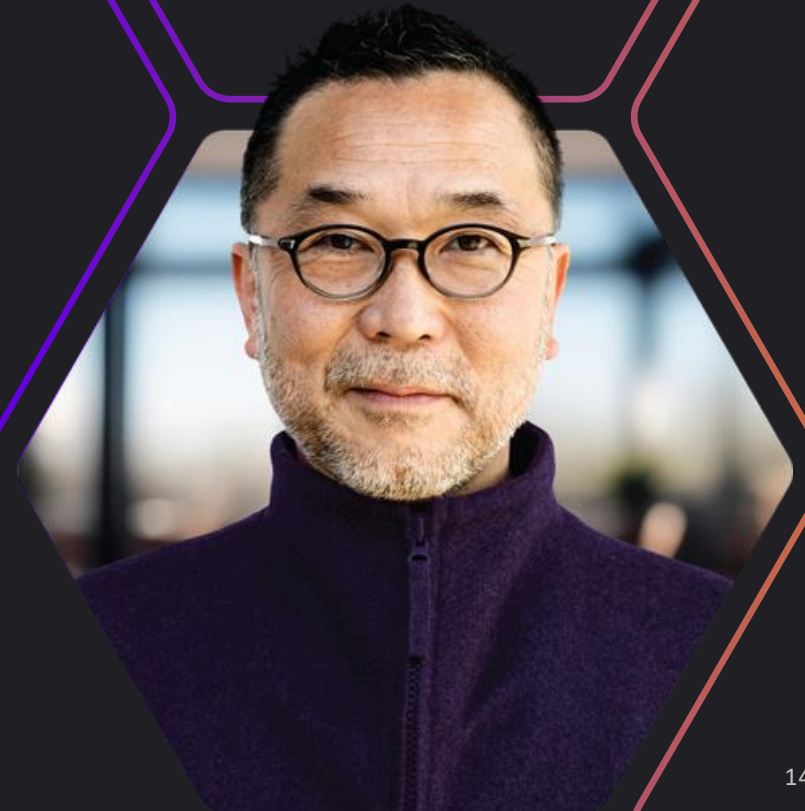
Level of Uncertainty: What To Do Next

- Financial Crisis of '08 & '09
- COVID
- Never the First or Last Time: Selling Through Down Markets
- Find Out How You Can Evolve





Studying the Bigger Tech Landscape
Get Lean, Change Value Messages
and Align with the Board



Eye Toward the Bigger Picture



Get Lean

Stay nimble and agile to be able to respond to the market



Value Messaging

Relentlessly demonstrate tangible ROI & benefits



Align with the Board or Your Ownership

Stay close and overcommunicate