



nexus

Cost & Budget Concerns

OBJECTION: "It sounds great, but we can't afford another software expense."

UNDERLYING WORRY: HME/DME providers often operate on thin margins. They're wary of adding monthly or upfront costs without a clear understanding of ROI.

RESPONSE STRATEGY:

- Focus on long-term savings (e.g., reduced readmissions, improved staff productivity).
- Emphasize how predictable pricing (e.g., monthly subscription) can be offset by operational efficiencies and increased referrals.

Fear of Complex Implementation

OBJECTION: "We don't have the bandwidth to implement a new system right now."

UNDERLYING WORRY: Concern about downtime, the learning curve, and the resources needed to adopt new technology.

RESPONSE STRATEGY:

- Highlight NEXUS' cloud-based nature (no heavy IT lift).
- Share quick-start timelines and comprehensive training/support so implementation is smooth and minimally disruptive.

Staff Adoption & Training

OBJECTION: "Our team is already juggling multiple systems; they'll resist another software."

UNDERLYING WORRY: Staff might feel overwhelmed by yet another platform, leading to low adoption and wasted investment.

RESPONSE STRATEGY:

- Emphasize user-friendly design and streamlined workflows within NEXUS.
- Offer role-based training and a dedicated support team to ensure employees feel confident from day one.

Existing Technology Investment

OBJECTION: "We already have an EHR and other tools that track patient data. Why add another?"

UNDERLYING WORRY: Concern about downtime, the learning curve, and the resources needed to adopt new technology.

RESPONSE STRATEGY:

- Highlight NEXUS' cloud-based nature (no heavy IT lift).
- Share quick-start timelines and comprehensive training/support so implementation is smooth and minimally disruptive.

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Skepticism About ROI

OBJECTION: “How do we know we’ll actually see improved outcomes or lower costs?”

UNDERLYING WORRY: They want concrete, measurable benefits before committing.

RESPONSE STRATEGY:

- Provide case studies and real-world data (e.g., readmission reductions, improved patient compliance).
- Connect ROI to tangible outcomes, like increased referral volume and better reimbursement rates for high-quality care.

Concern About Data Security & Privacy

OBJECTION: “What safeguards are in place to ensure HIPAA compliance and data security?”

UNDERLYING WORRY: PHI breaches can lead to hefty fines and reputational damage.

RESPONSE STRATEGY:

- Highlight NEXUS’ HIPAA-compliant architecture, encryption standards, and strict access controls.
- Provide clear documentation of security protocols and certifications.

Preference For In-House Management

OBJECTION: “We want to manage everything in-house. We’re not convinced about TeleRespiratory or outsourcing some tasks.”

UNDERLYING WORRY: Losing control over patient care and data management.

RESPONSE STRATEGY:

- Emphasize that NEXUS can be used with or without TeleRespiratory services, offering flexible levels of external support.
- Highlight how TeleRespiratory options augment internal staff—not replace them.

Worry About Ongoing Support & Updates

OBJECTION: “Software often gets outdated. How do we know you’ll keep supporting us?”

UNDERLYING WORRY: They fear unresponsive vendors, unexpected upgrade costs, or abandoned products.

RESPONSE STRATEGY:

- Explain the SaaS model: regular updates, continuous improvements, and included support with a predictable subscription fee.
- Showcase customer success stories and longstanding partnerships.

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Timing & Competing Priorities

OBJECTION: “This just isn’t the right time—we have too many other priorities.”

UNDERLYING WORRY: They might be undergoing expansions, acquisitions, or regulatory changes.

RESPONSE STRATEGY:

- Demonstrate how NEXUS can streamline processes during busy periods, turning it into a time-saver rather than a time-sink.
- Offer pilot programs or phased rollouts that don’t disrupt current major initiatives.

Doubt About Need for Specialized Respiratory Focus

OBJECTION: “What safeguards are in place to ensure HIPAA compliance and data security?”

UNDERLYING WORRY: They might believe a generic software solution is sufficient.

RESPONSE STRATEGY:

- Emphasize respiratory-specific protocols, analytics, and TeleRespiratory integration that generic systems can’t match.
- Highlight clinical best practices and real-world respiratory outcomes as evidence of the specialized value.

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