The Business Case for Pulsara:
Transforming STEMI Care and Your Bottom Line

Fragmented communication is a drain on your hospital's finances. Wasted time, unnecessary team activations, and patient diversions all represent tangible losses. Pulsara is a strategic investment that changes the playing field because, unlike internal communication solutions, it improves your financial health by coordinating care across organizations.

Pulsara's unique ability to adapt to complexity and perform reliably in unpredictable situations for distributed care teams across organizations gives you a competitive advantage that helps you provide superior care and improve your bottom line.

The Financial Value of Time

Every moment of delay in treatment has a direct and significant financial impact. Research shows that overall expenses are 45% higher for patients treated after 9 hours compared to those treated within 3 hours. Many delays in treatment occur outside the boundaries of your hospital or your technology solutions. That's why coordinating care across organizations is so important to your bottom line. Reduced treatment times with Pulsara directly translate to:

✓ **Lower In-Hospital Costs**
Less time in the cath lab, reduced medication use, fewer ICU days, and fewer complications requiring extended care.

✓ **Reduced Length of Stay (LOS)**
Improved patient outcomes lead to earlier discharge, freeing up beds and increasing hospital capacity and throughput.

✓ **Decreased Staff Overtime**
Efficient coordination minimizes waiting time for teams, which can significantly reduce costly overtime for on-call staff.

Pulsara Reduces Other Costs & Drives Revenue

1 **Prevents False Activations**
Clear, real-time communication ensures high-cost teams are activated only when necessary.

2 **Stops Diversions**
Smooth handoffs between EMS, the ED, and specialists keep patients in your system. This prevents the revenue loss of diverted high-acuity patients.

3 **Assists with Achieving Higher Reimbursement**
Consistently meeting benchmarks for Door-to-Balloon times improves reimbursement rates.

4 **Improves Staff Retention**
Reducing communication frustration reduces frustration, burnout, and significant turnover costs.

5 **Improves Staff Productivity**
Shared communication and situational awareness across organizations eliminates time wasted waiting.

6 **Mitigates the Risk of Readmissions**
Reduce costly readmissions by improving patient outcomes through faster treatment times.

Amplify Value in EMS & Transfer Patients

It's a common misconception that Pulsara is an "either/or" alternative to your internal Clinical Communication & Collaboration (CC&C) solution. In reality, Pulsara is a complementary tool that enhances your existing systems and provides unique value.

☑ **External Communication**
While your internal system works within your walls, Pulsara connects your facility with EMS and other hospitals during patient transfers.

☑ **Productivity Gains**
Pulsara extends streamlined communication across organizations, eliminating the external silos and bottlenecks that internal tools can't address.

☑ **Focused Connections**
Pulsara connects you to referral partners at the right level and only for the duration of a specific patient movement event for efficient communication.

Assess the Impact: Key Questions for Your Organization

1 What is the estimated all-in cost of a single false cath lab activation at our hospital? Consider staff time, prep, and wasted supplies.

2 On average, how many clinician "person-hours" are spent coordinating a typical STEMI case from first alert to definitive treatment? How much of that is pure communication overhead?

3 What is our estimated patient "leakage" rate? How many patients do we lose to competitors annually due to ambulance diversions or communication failures during inter-facility transfers?

4 How would a consistent 15-minute reduction in our D2B times impact our hospital's public reputation, quality scores, and reimbursement modifiers?

Customer-Reported Savings

One state that purchased Pulsara for the entirety of its hospital base reported a collective savings of roughly **$15.6 million per year** from decreased STEMI treatment times.

One large PCI center experiences a **$1.5 million annual savings** in cath lab false activations and personnel turnover.

One small hospital has noted that EMS using Pulsara to transmit ECGs to the hospital has reduced their false activation rates and saved the hospital **$50k in the first year**.

Sample Financial Analysis

Cost Savings Opportunities with Pulsara

Factor	Annual Vol.	Cost	Annual Cost	Reduction	Savings
False STEMI Activations	36	$6,500	$234,000	100%	$234,000
Delayed STEMI Cases	50	$3,000	$150,000	22%	$33,000
Lost Productivity (30 min/case)	200	$75	$15,000	22%	$3,300
Overtime Pay	100	$200	$20,000	10%	$2,000
Lost STEMI Transfers / Leakage	10	$12,000	$120,000	100%	$120,000
Other ECG Transmission Costs	1	$12,000	$12,000	100%	$12,000
			Annual Total Cost Savings Opportunity		**$404,300**

Increased Revenue Opportunities with Pulsara

Factor	Annual Vol.	Revenue	Current Rev.	Increase	Rev. Gain
Reimbursement Gain	150	$1,200	$180,000	43%	$77,400
Reduced LOS (0.5 Days)	100	$2,000	$200,000	26%	$52,000
Increased Referrals	5	$10,000	$50,000	35%	$17,500
Reduced Turnover	3	$40,000	$120,000	100%	$120,000
			Annual Total Revenue Increase Opportunity		**$266,900**

Sample Pulsara ROI Calculation Framework

Results Summary	
Sub-Total Annual Cost Savings	$404,300
Sub-Total Annual Revenue Gains	$266,900
Total Annual Financial Impact	$671,200
Annual Pulsara Investment	$80,000
Net Annual Benefit	$591,200
Annual Return on Investment	**739%**

Build Your Custom Pulsara Business Case

Use this **editable version** of the analysis above to build your custom business case.