



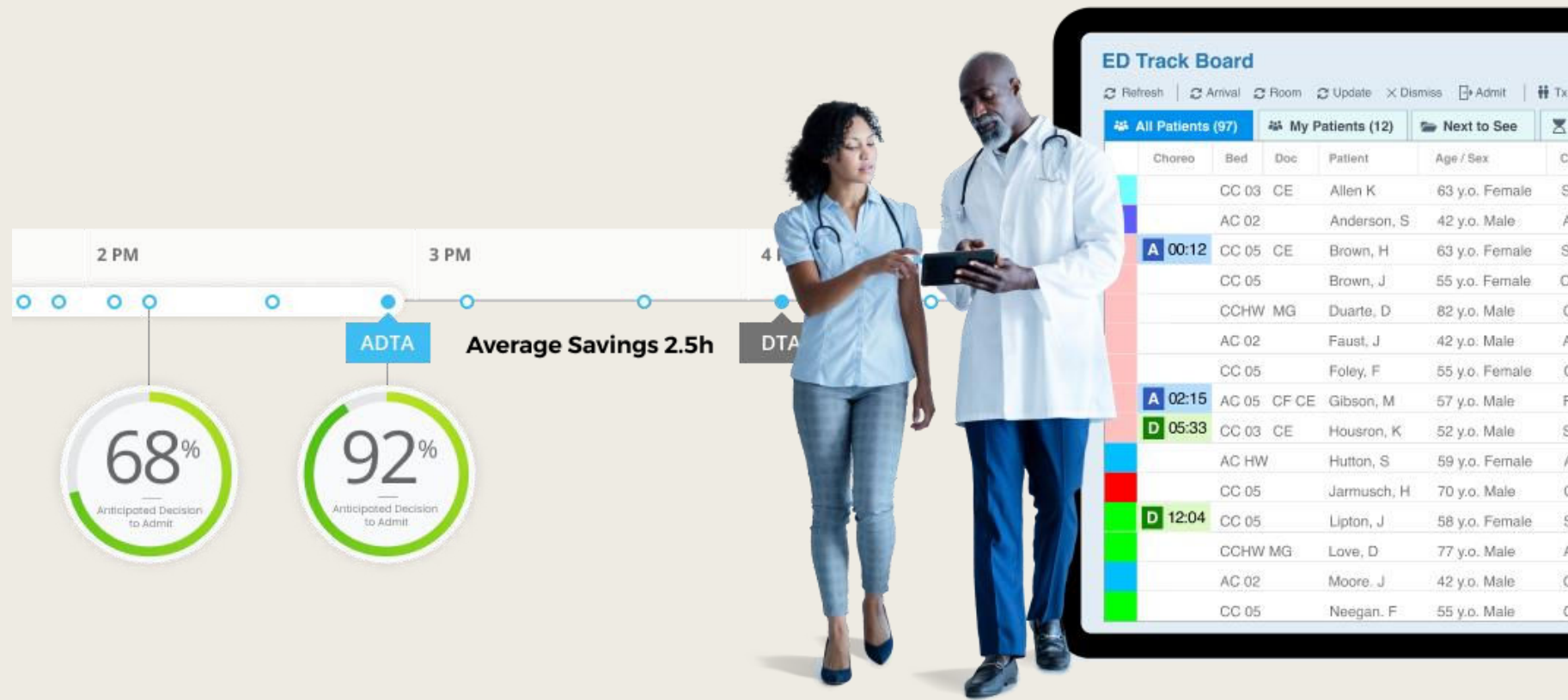
# Unlocking the *Value* of AI in Emergency Care

Pricing and ROI Strategies Behind choreo<sup>ED</sup>

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“Pricing Solutions helped us consider new customer value perspectives which shaped how we thought about our price offer proposition.”

— **DAVID PACKER, CEO, X BY 2**

## ABOUT THE CLIENT

X by 2, is a healthcare & insurance consultancy that recently moved into product innovation. Choreo ED is their first commercial software product, built using AI to streamline hospital operations and reduce patient flow bottlenecks in EDs. Their early implementation partner, White Plains Hospital, helped pilot the rollout.

## THE INNOVATION

- Predicts an Anticipated Decision to Admit (ADTA) up to 2.5 hours in advance, allowing hospital operations teams to plan proactively.
- Built from hospital-specific data, the model integrates with major EMRs (e.g., Epic) to give operations teams actionable insight.
- Core benefit: Reduce ED overcrowding & boarding, streamline patient care transitions, and improve overall quality of care.
- Platform concept extends well beyond the ED, positioning X by 2 for future modules in discharge planning and inpatient flow across hospital systems.

# Executive Summary

AI innovators often build incredible technology, but struggle to show why anyone should pay for it. That was the challenge X by 2 in collaboration with **White Plains Hospital** ([read press release](#)) faced when they created **Choreo ED**, a machine learning tool that notifies of an anticipated decision to admit (ADTA) up to 2.5 hours in advance. To move from clinical promise to commercial success, X by 2 needed a pricing story that resonated with hospital CFOs as much as clinicians—so they partnered with Iris Pricing Solutions to build a robust, customer-specific [ROI calculator](#).

# *The Challenge: Turning Innovation into a Commercial Story*

Hospitals evaluate dozens of AI and automation proposals, choosing a handful each budget cycle. Product champions must prove both clinical and financial value. Despite its clear clinical benefit, X by 2 recognized that hospital buyers, particularly financial decision-makers and procurement teams, needed more than a product demo. They needed financial justification. Hospitals face tough capital allocation decisions, often comparing multiple technologies across different departments. Product champions must justify their investments not just with outcomes but with ROI.

## **X by 2 needed a value story that:**

1. Quantified economic impact hospital-by-hospital.
2. Tied subscription pricing to that impact.
3. Supported willingness-to-pay research.
4. Equipped ED champions with defensible numbers for CFOs and value-analysis committees.
5. Anchored their pricing to measurable value.

## **WHY THIS MATTERS FOR AI INNOVATORS**

- Hospital buyers don't pay for potential — they need ROI, in their language.
- Pricing is a story that must survive scrutiny from finance, operations, and procurement.
- Your product may be smart, but if it's hard to justify, it's hard to buy.



# The Pricing Strategy Process: Our Approach

To help X by 2 commercialize Choreo ED, Iris Pricing Solutions led a structured engagement with five key phases:



## DISCOVERY & LITERATURE REVIEW

- Reviewed ED literature on ambulance diversion, LWBS, LBTC, and patient throughput
- Mapped out where Choreo ED could capture revenue leakage from operational inefficiency

## STAKEHOLDER COLLABORATION

- Conducted workshops with clinical, operational, and financial leaders at White Plains Hospital (pilot site)
- Captured assumptions that would drive calculator inputs, such as understanding the real operational bottlenecks and data workflows

## DEVELOPMENT OF A FINANCIAL VALUE CALCULATOR

- Built a dynamic financial model tailored to each hospital
- Tracked four core revenue levers:
  - Reduced ambulance diversion
  - Lower LWBS (Left Without Being Seen)
  - Lower LBTC (Left Before Treatment Complete)
  - Increased ED walk-ins from reputation or patient choice
- Refined model into a public-facing [web calculator](#) now central to the sales pitch

## VOICE OF CUSTOMER RESEARCH

- Conducted 15 interviews with ED leaders and hospital CFOs, using pre-populated calculator inputs
- Validated ROI ranges and willingness to pay

## PRICING FRAMEWORK

- Recommended a 10:1 value-to-price anchor with tiered subscription and one-time implementation fee

# Results & Impact

METRIC	RANGE DEMONSTRATED IN CALCULATOR*
● Average 3 Year ROI Multiple	→ 5× - 60×
● Annual Revenue Uplift	→ \$400K - \$5M+
● Typical Added In Patients	→ < 1 per day

\*Figures vary by hospital size & baseline performance



# Key Outcomes

- **LIVE ROI CALCULATOR**

Live ROI calculator embedded on Choreo-ED website, populated with hospital-specific inputs in real time.

- **SALES TEAMS NOW LEAD WITH VALUE**

Sales teams now lead with value, not features: “Let’s plug in your numbers.”

- **CAPACITY MYTH-BUSTING**

Many high-volume EDs ( $\geq 50k$  encounters per year) are near full inpatient capacity. The calculator shows incremental inpatient demand is typically modest (often  $\sim 150$  beds per year, = 1 every two days). Gains come from revenue captured on visits that would otherwise divert or elope. No extra beds required.

“This work has been critical for us. We now have a tested, hospital-specific ROI framework that has become central to every Choreo ED sales conversation.” – **QASIM HASSAIN, MANAGING PRINCIPAL, CHOREO-ED**

“Being able to show a CFO their own numbers, and a clear path to how this technology could pay for itself, has been a game-changer.” – **PETER WINTERS, SENIOR PRICING CONSULTANT, IRIS PRICING SOLUTIONS**

# *Strategic Takeaways for AI Innovators Entering Healthcare*

## **ALIGNING INNOVATION WITH BUYER LOGIC**

For AI-driven technologies to gain traction in complex sectors like healthcare, it is critical that innovators not only demonstrate clinical efficacy but also clearly articulate the financial rationale for adoption. Understanding the purchasing mindset of economic buyers, particularly hospital CFOs and value analysis committees, is essential to bridging the gap between technical promise and procurement approval.

## **THE VALUE OF REALISTIC COMMERCIAL TIMELINES**

Success in healthcare commercialization requires more than a compelling product; it requires an appreciation of the time and rigor involved in adoption cycles. X by 2's experience reinforces the importance of setting pragmatic, well-structured timelines that account for stakeholder engagement, pricing validation, and buyer education.



“X by 2 has built a remarkable product. **What impressed us most** was their ability to combine clinical understanding with operational insight – something **rarely seen** in early-stage healthcare solutions.”

– **KIRK JACKISCH**, PRESIDENT, IRIS PRICING SOLUTIONS

# *About Iris Pricing Solutions*

Iris Pricing Solutions is a global consultancy that helps companies unlock profitable growth through smarter pricing. Clients choose us not just for our technical pricing expertise but for our ability to bridge cross-functional gaps—aligning marketing, product, finance, and sales around a pricing story that resonates with customers and drives business impact.

Learn more: [www.pricingsolutions.com](http://www.pricingsolutions.com)

*\*X by 2 has granted permission to be named in this case study and to showcase the final version of the ROI calculator developed during the engagement. We remain fully committed to client confidentiality and only publish named case studies with express consent.*

