MicroComm DXL Solutions for Behavioral Health

Market, Messaging, and Sales Execution

Strategies for impactful market engagement and sales success

Welcome & Objectives

By the end of this session, you will be able to:

- Position DXL appropriately for Behavioral Health.
- Map DXL capabilities to Behavioral Health workflows.
- Speak confidently with clinicians, facilities teams, architects, and security leaders.
- Differentiate DXL from Commend, Aiphone, Axis, Austco, Jeron, and other competitors.

Market Foundations

Behavioral Health Market Size, Growth, and Economic Drivers



Market Size and Growth

The behavioral health market in the US exceeds $90 billion, growing 5–6% annually, driven by rising awareness and access.

Safety and Communication Investments

Investment in safety and communication systems grows rapidly to address regulatory and staff safety concerns in behavioral health.

Economic Impact for Sales Teams

Sales teams benefit from steady capital projects tied to risk mitigation and compliance rather than discretionary spending.

Long-Term Investment Value

Safety infrastructure investments reduce violence, lower turnover, and minimize litigation risks, ensuring financial stability.

Why will Behavioral Health Facilities invest in DXL technology for safety and communication?

Unique Risk Factors

Behavioral health facilities face higher workplace violence and patient risks, necessitating specialized safety and communication systems.

Regulatory Compliance Challenges

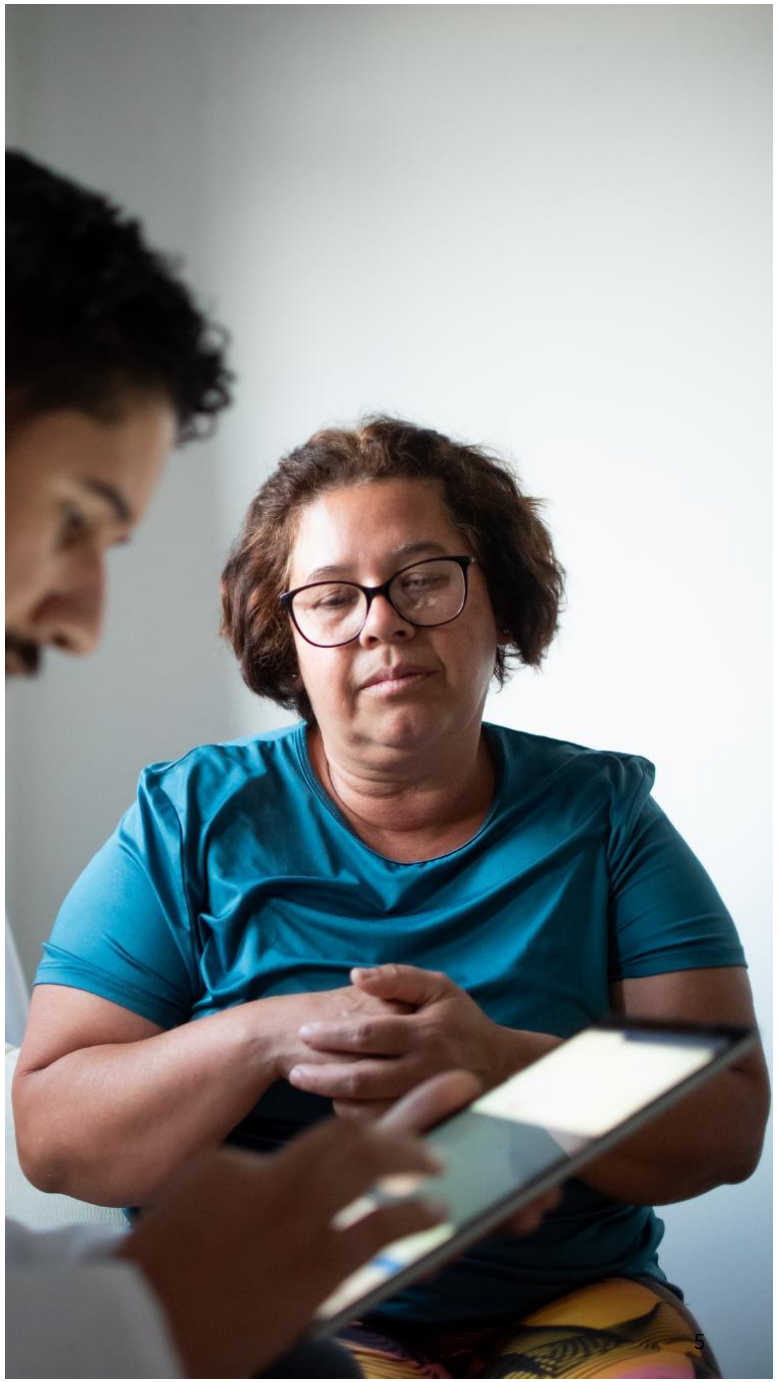
Facilities must comply with strict regulations on ligature resistance, monitoring, emergency response, and documentation to ensure safety.

Technology to Offset Staffing Shortages

Staffing shortages increase reliance on technology for maintaining safety and rapid response with fewer personnel.

Balancing Safety and Therapeutic Care

Investments must balance safety with therapeutic intent, promoting dignity, calm, and trust in patient interactions.





How Behavioral Health Differs from Corrections and Acute Care Markets

Philosophical Differences

Behavioral health focuses on de-escalation and patient dignity, unlike corrections which emphasize control and containment.

Design and Security Features

Behavioral health requires tamper-resistant, ligature-resistant, and discreet fixtures, unlike acute care's standard designs.

Communication and Workflow Integration

DXL provides deep integration with Nurse call, clinical workflows, secure communication and incident response systems.

Sales Approach and Market Engagement

DXLs successful entry into behavioral health requires early collaboration with architects and clinicians.

DXL Positioning and Value Messaging

Repositioning DXL from Corrections to a Therapeutic Safety Platform



Shift from Security to Care

Sales focus moves from security hardware to therapeutic safety platforms emphasizing care over control.

Supportive Communication

DXL enables rapid, discreet communication that integrates seamlessly into clinical workflows.

Emphasis on Outcomes

Need to focus on DXL outcomes like reduced patient agitation and improved response coordination to empower clinicians.

Aligning Language and Values

Reframe how DXL features are used to emphasize dignity, compassion, and cultural alignment with healthcare values.

Repositioning DXL from Corrections to a Therapeutic Safety Platform



Behavioral Health Priorities are not the same as corrections. Focus is on:

- Patient dignity
- Therapeutic environments
- De-escalation
- Clinical workflows
- Staff protection

Avoid messaging such as:

- Control
- Enforcement
- Containment
- Corrections terminology

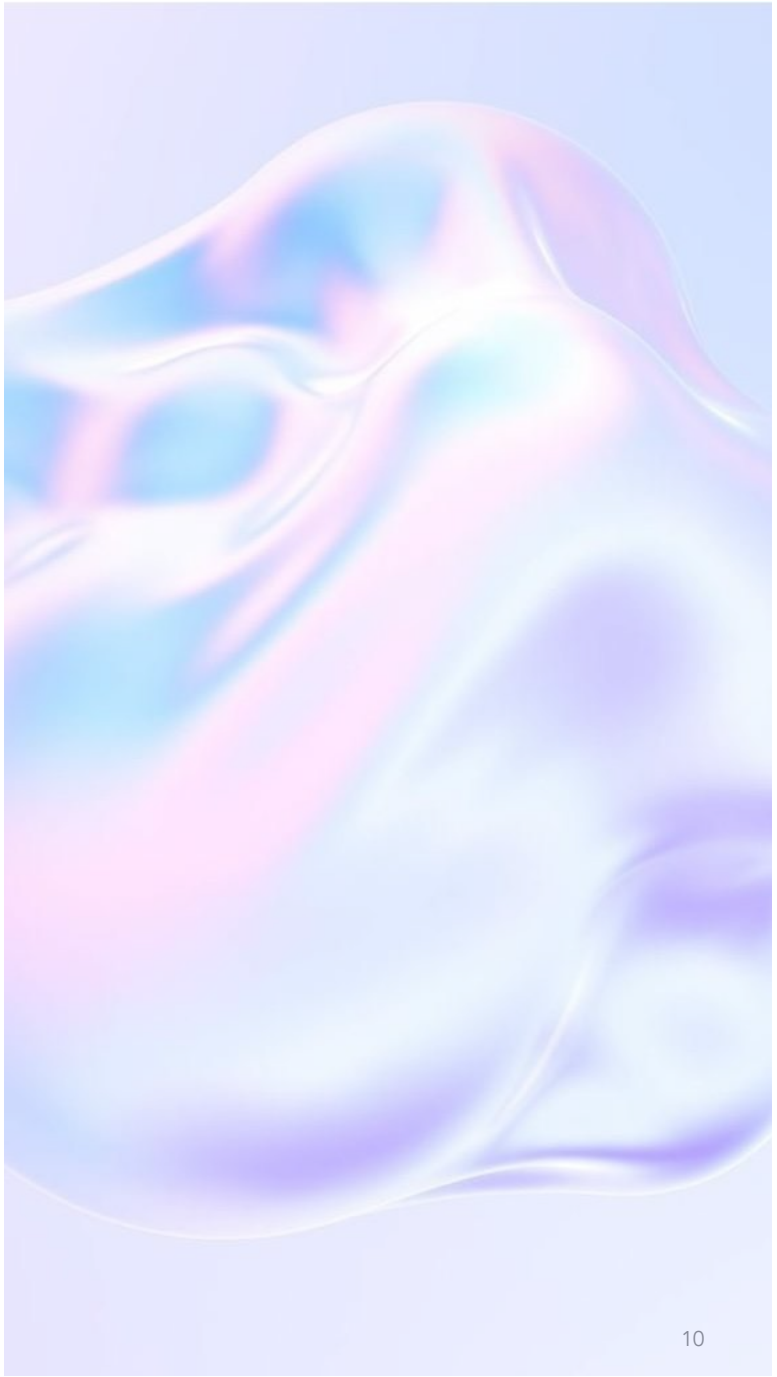
The market research specifically recommends distancing DXL systems from corrections-focused positioning and rebranding around therapeutic safety.

DXL in Behavioral Health

Therapeutic Safety and Communications Platform

Enables:

- Staff protection
- Clinical communications
- Workflow orchestration
- Risk management
- Coordinated response



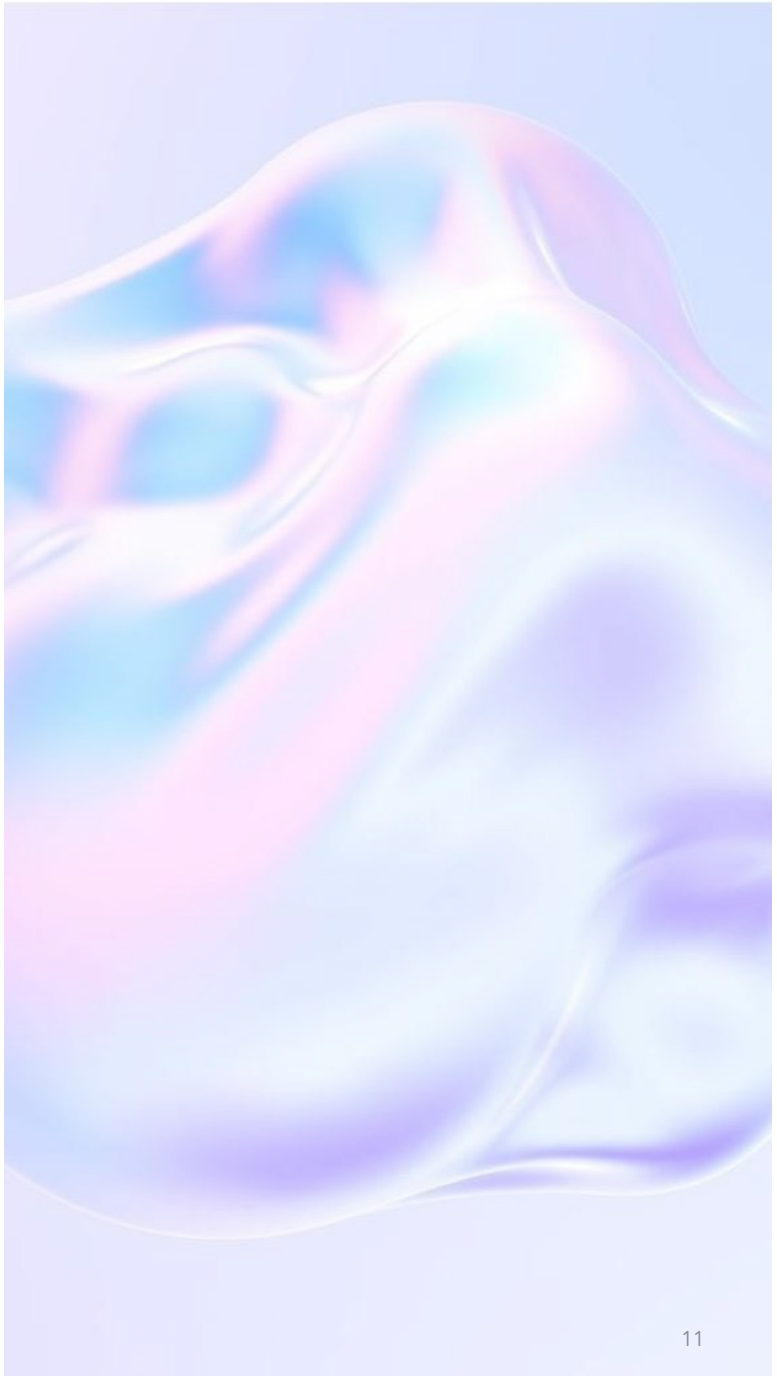
DXL’s Behavioral Health Position

What DXL Brings to Behavioral Health

DXL Functional Capabilities

- Digital intercom communications
- Paging
- Curated, personalized music
- Alarm monitoring
- Event response automation
- Audio monitoring and high-level detection Alarm
- Call routing
- Logging and reporting
- Access control integration
- CCTV integration
- Workflow management

These capabilities are documented within the DXL system specification.



The Four DXL Positioning Pillars

Staff Protection Without Escalation

We will focus on safety measures that protect staff without causing patient distress or escalating situations in behavioral health settings.

Design Integration

Emphasize DXLs ligature-resistant, tamper-proof, discreet hardware that blends seamlessly into therapeutic environments.

Integrated Clinical Communication

Connect staff, systems, and workflows in real time with nurse call integration and automated alerts for effective communication.

Risk and Liability Reduction

Reduce risk through compliance, thorough documentation, and faster emergency response to protect facilities and staff.



Outcome-Based Messaging for Executive and Clinical Audiences



Executive Outcome Priorities

Executives focus on measurable outcomes like reduced incidents, fewer claims, better retention, and legal risk minimization.

Clinical Outcome Priorities

Clinical leaders prioritize faster response times, enhanced team coordination, and decreased patient agitation.

Practical Use Cases

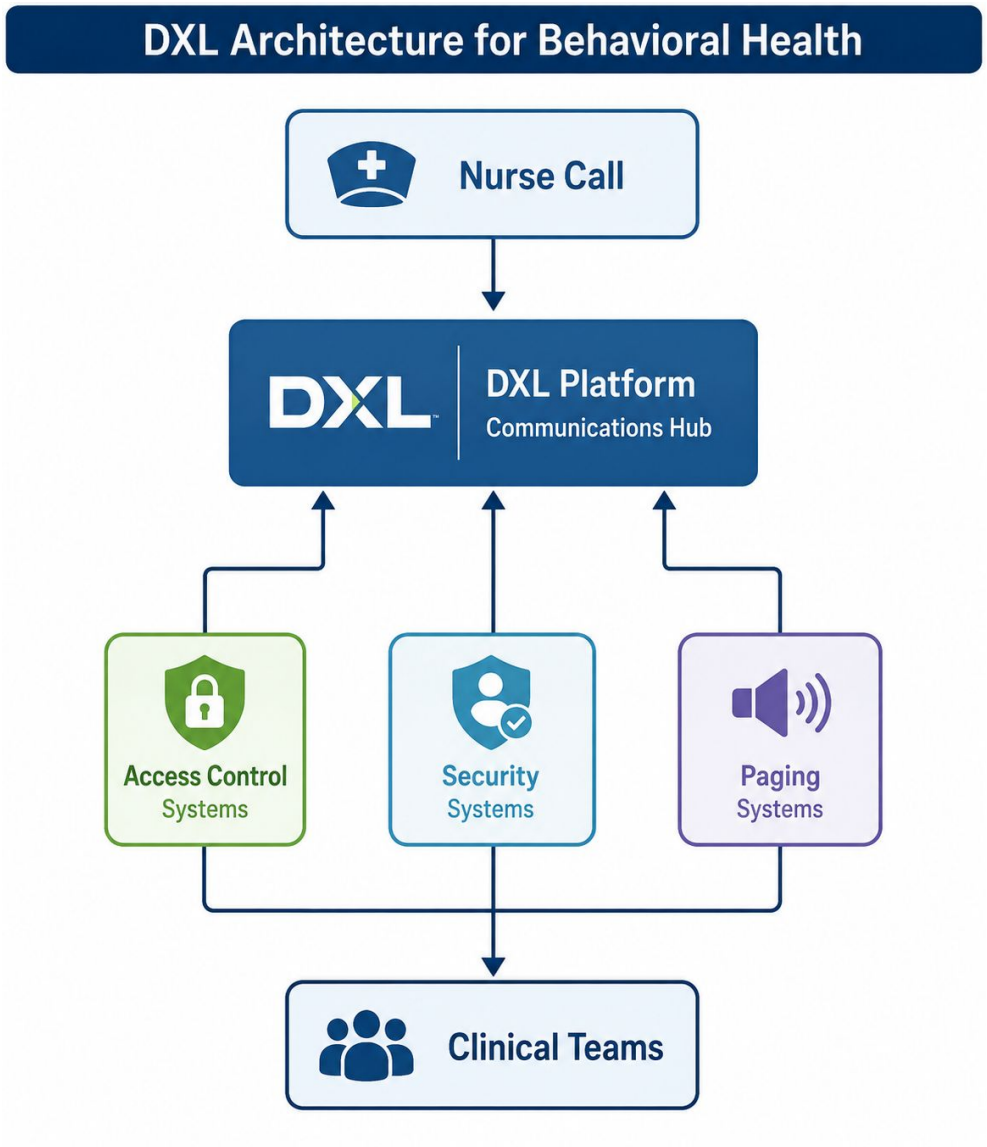
Sales must develop a storybook of concrete examples showing how DLX technology improves safety and day-to-day operations in and around BH facilities

Positioning as Partners

Framing Harding as a partner in improving care and workplace safety by building trust with all stakeholders.

DXL Solutions for Behavioral Health

DXL becomes the communications and workflow layer connecting people, systems, and response activities

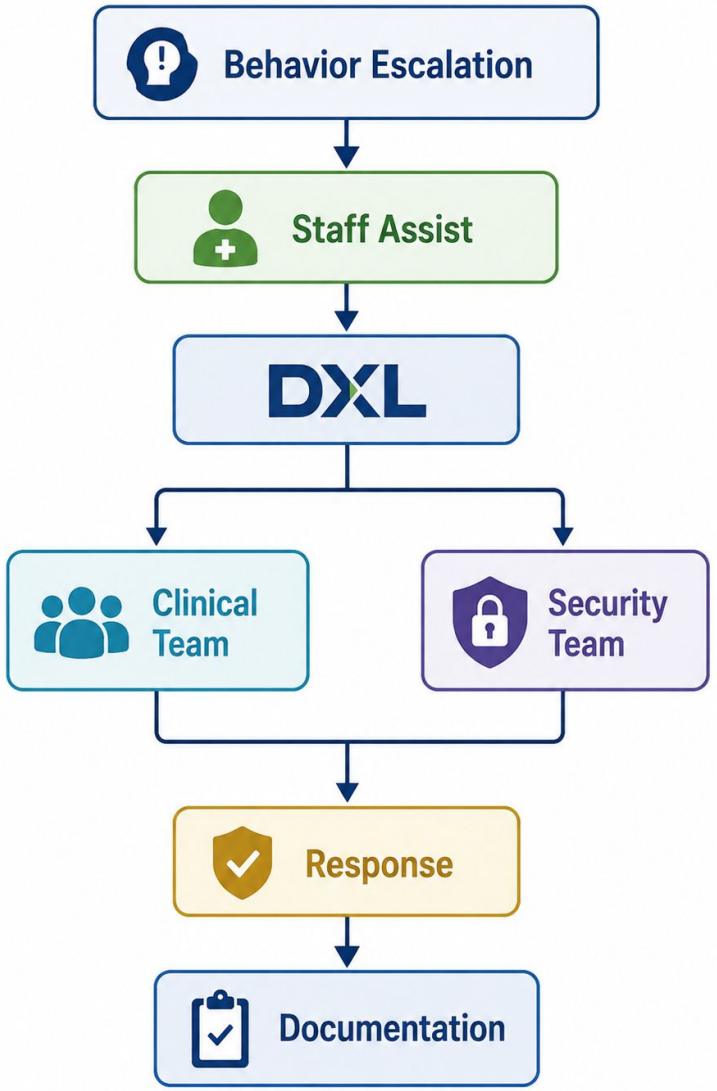


Behavioral Health Workflow #1

Staff Assistance Required

Customer Value

- Faster response
- Improved staff confidence
- Better patient outcomes

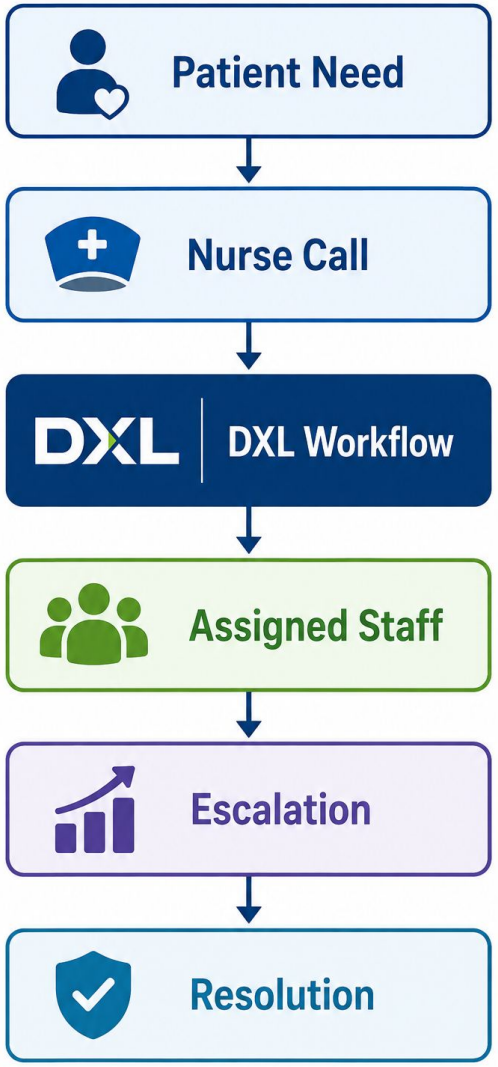


Behavioral Health Workflow #2

Nurse Call Escalation

Customer Value

- Improved communication
- Reduced response lag
- Better workflow visibility

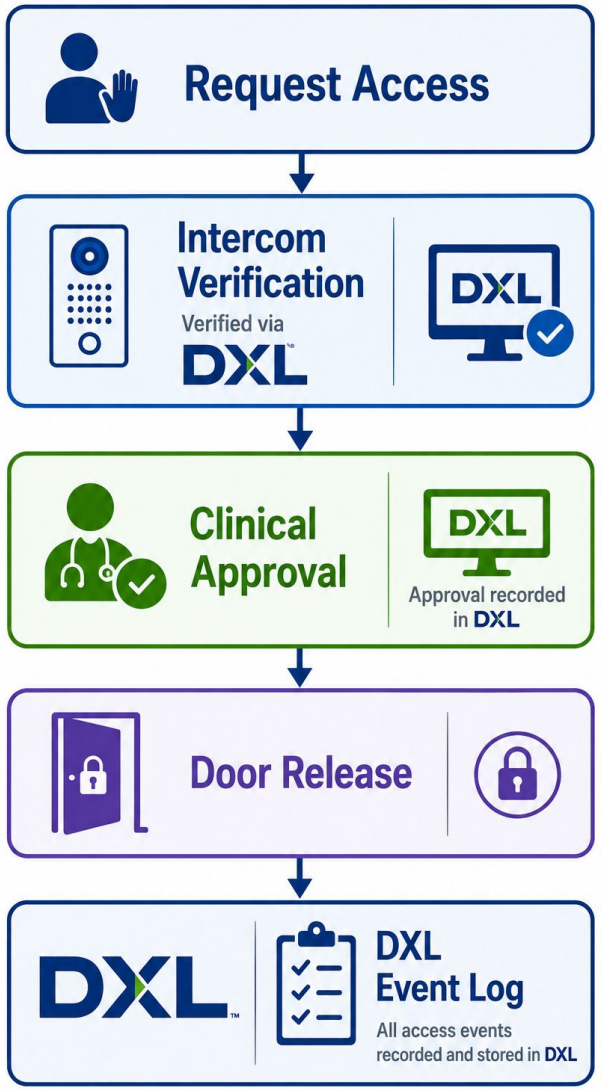


Behavioral Health Workflow #3

Controlled Entry

Customer Value

- Improved accountability
- Better patient movement management

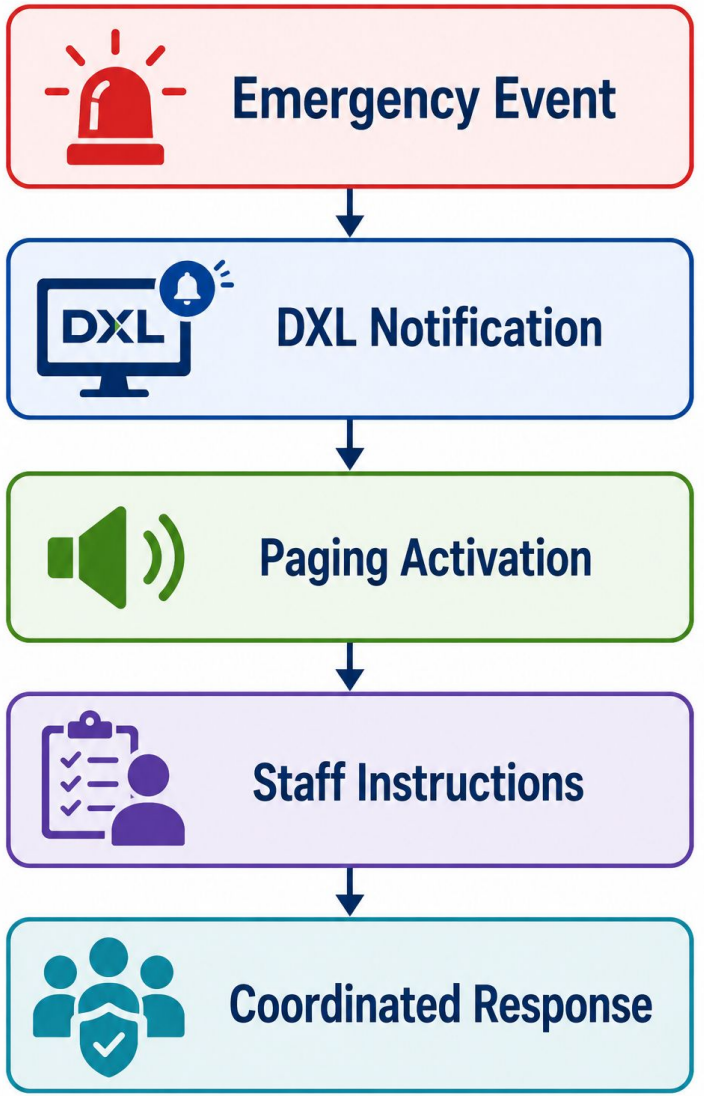


Behavioral Health Workflow #4

Emergency Notification

Customer Value

- Faster emergency response
- Better communication consistency



Target Customers and Stakeholders

Tiered Targeting Strategy for Behavioral Health Accounts

Tier 1 Focus Accounts

Hospital inpatient psychiatric units and crisis stabilization centers face highest risks and regulatory pressures, ideal for initial market entry. Position Harding and DXL as a mitigating solution to these risks

Tier 2 Account Characteristics

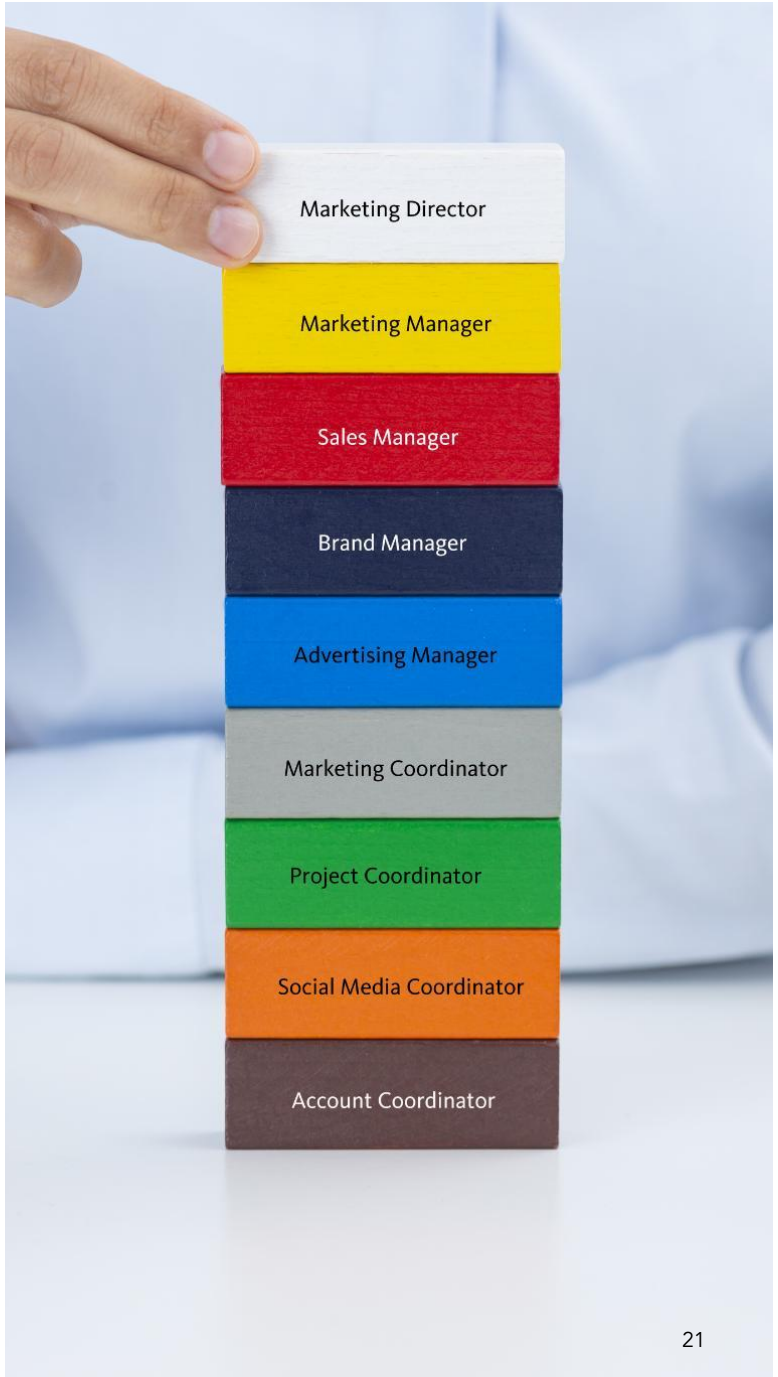
State psychiatric and forensic facilities require integrated systems like Harding's DXL to support the complex care required for patients.

Tier 3 Growth Opportunities

Private psychiatric hospitals and addiction centers represent longer-term growth with smaller deals and extended education cycles.

Strategic Sales Alignment

Prioritizing Harding's high-impact projects will build credibility, generate case studies, and support market expansion momentum.



Key Stakeholder Groups and Their Decision Drivers

Clinical Leaders' Priorities

Clinical leaders focus on patient safety, efficient staff workflows, and effective de-escalation methods in behavioral health settings.

Security Directors' Concerns

Security directors prioritize incident response, situational awareness, and violence reduction to ensure a safe environment.

Facilities and Engineering Focus

Facilities and engineering teams emphasize compliance, durability, lifecycle costs, and maintenance requirements for infrastructure.

Architects and Engineers' Influence

Architects and engineers influence early design decisions, focusing on aesthetics, code compliance, and system integration.

Procurement and Finance Evaluation

Procurement and finance teams assess total cost of ownership, vendor credibility, and risk exposure in purchasing decisions.

Persona-Based Selling: Adapting the Message by Role



Clinical Champion Concerns

Focus on DXL's non-intrusive tools to improve care delivery, addressing fears of escalating patients.

Security Decision Maker Priorities

Values real-time awareness and rapid response to reduce lawsuits and staff injuries.

Facilities Buyer Motivations

Seeks reliability, compliance, and predictable maintenance costs for facility operations.

Architect Specifier Interests

Focuses on safe design, regulatory adherence, and aesthetics supporting therapeutic environments.

Competitive Landscape and Differentiation

Understanding the Competitive Ecosystem in Behavioral Health

Market Segmentation

Harding sees the market divided into intercom vendors, nurse call providers, and system integrators addressing varied needs.

Vendor Capabilities

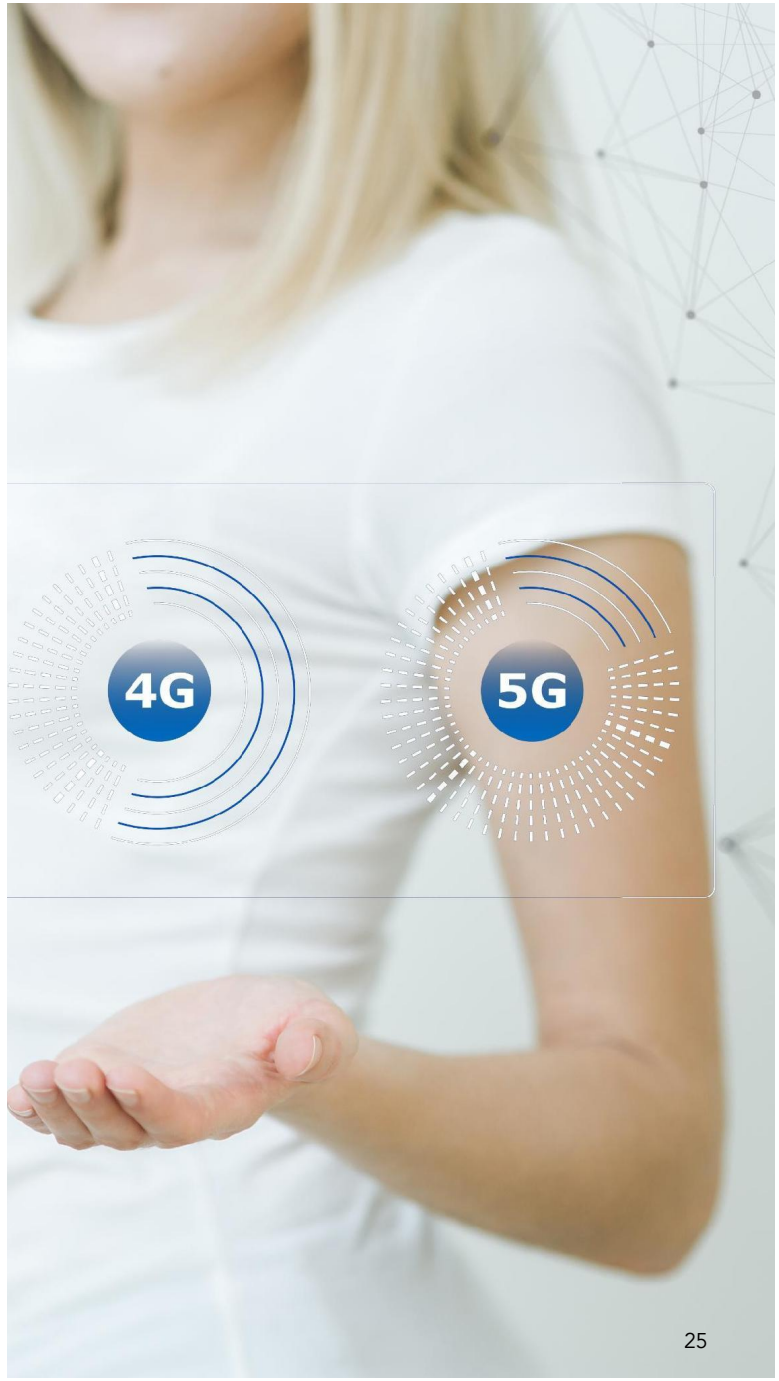
Intercom vendors provide robust security solutions while nurse call providers integrate communication into clinical workflows.

Integration and Compliance

Competition centers around platform integration, regulatory compliance, and support for complex workflows.

Sales Strategy Insights

Sales teams must position solutions by understanding ecosystem roles and buyer trade-offs without disparaging rivals.



Competitive Landscape

Behavioral health buying decisions span security communications, clinical workflow, and integration.

Core intercom & security

Commend
Integrated intercom, PA, access control and monitoring.

Aiphone
IP video intercom and controlled-entry applications.

Axis Communications
Network video intercom integrated with cameras and access control.

Clinical communication

Austco Tacera
IP-based nurse call and clinical workflow communications.

Jeron
Nurse call, emergency communication and workflow systems.

West-Com / TekTone
Healthcare-focused nurse call, alerting and workflow portfolios.

Integrators & adjacent players

Beacon Communications
Healthcare intercom, paging, nurse call and security integration.

Tech Works
Hands-free collaborative intercom for medical and observation environments; identified as closely resembling DXL.

PACOM
Unified IP integration of intercom, alarms, video and access control.

DXL opportunity: unify communications + event response + security integration

Capability Comparison: DXL’s Defensible Ground

Capability	DXL	Commend	Aiphone	Axis	Austco	Jeron
Digital intercom	●	●	●	●	◐	◐
Paging / PA	●	●	—	—	—	—
Alarm / event response	●	●	—	●	◐	●
Access-control integration	●	●	●	●	—	—
CCTV / video integration	●	—	●	●	—	—
Call routing / escalation	●	—	—	—	●	●
Logging / diagnostics	●	—	—	—	—	—

● stated capability ◐ adjacent/embedded capability — not stated in supplied analysis

Takeaway DXL spans more of the communications-to-response chain in the supplied sources.

DXL Technical Proof Points That Matter in Behavioral Health

Move the conversation from “intercom” to integrated response infrastructure.

Integrated response

Alarm monitoring and annunciation plus programmable automatic output actions for specific alarms.

Scalable architecture

Up to eight networked exchanges; supports up to 12,800 analog or 16,000 VoIP intercom stations.

Workflow routing

Priority-based call queues, secondary routing for unanswered calls, and unmanned-mode routing.

Paging & messaging

Zoned paging plus configurable tones / prerecorded messages over intercoms and loudspeakers.

Security integration

Interfaces to touch-screen controls, PLC door control and CCTV; associated camera can display when calls connect.

Operational assurance

Supervised field wiring, self-diagnostics, online configuration changes, logging and remote support.

Competitive Threats: What Harding Rivals Can Win On

Competitive risk changes by stakeholder and use case—not every competitor fights on the same ground.

Commend	**Platform breadth**	Strong integrated intercom/PA/access-control story with monitoring features.	**DXL response**	Counter with DXL event-response automation, routing, diagnostics and facility integration proof points.
Aiphone + Axis	**Entry & video**	Familiar video intercom / access-control positioning for secure entrances.	**DXL response**	Reframe from a door endpoint to coordinated facility communications and response workflows.
Austco + Jeron	**Clinical workflow**	Native nurse-call / clinical-communications credibility and workflow familiarity.	**DXL response**	Lead with interoperability and DXL as the communications plus response layer, not a nurse-call replacement.
Tech Works / integrators	**Solution fit**	Can tailor controlled-environment deployments and combine multiple systems.	**DXL response**	Win early with spec support, architecture clarity, lifecycle support and an integration-friendly design.

DXL Competitive Battlecard: How to Position the Win

A concise sales narrative grounded in the supplied competitive analysis and DXL specification.

Lead with

Integrated communications + response, not standalone intercom

Priority call handling, paging, alarms, event-response automation and logging

Integration with touch screens, door control and CCTV

Scalable, distributed architecture with standalone local exchange operation

Probe for

Are nurse call, security, paging and access workflows fragmented?

What happens when a call is unanswered or an alarm escalates?

Who owns event logging and post-incident review?

Is the project being specified around endpoints—or around coordinated response?

Avoid / qualify

Do not claim every competitor lacks integration.

Do not position DXL as a nurse-call replacement without project-specific validation.

Do not make anti-ligature claims from the A&E specification alone.

Validate endpoint, compliance and third-party integration requirements during design.

Position DXL as the communications and workflow layer connecting people, systems and response activities

How Harding Differentiates Against Key Competitors



Ruggedized and Durable Design

Harding’s systems offer superior durability and tamper resistance, ideal for high-risk behavioral health environments.

Integrated Platform Capability

Harding provides an integrated platform that reduces operational risk and downtime through seamless system connectivity.

Mission-Critical Reliability

Harding emphasizes mission-critical reliability, outperforming competitors in lifecycle value and extreme condition performance.

Outcome-Focused Differentiation

Sales teams highlight how Harding’s reliability and integration lower costs and ensure safety over feature advantages.

Selling Total Cost of Ownership and Lifecycle Value

Beyond Initial Purchase Price

Initial price is not the only factor; long-term operational costs greatly impact decision making in behavioral health.

Emphasizing Total Cost of Ownership

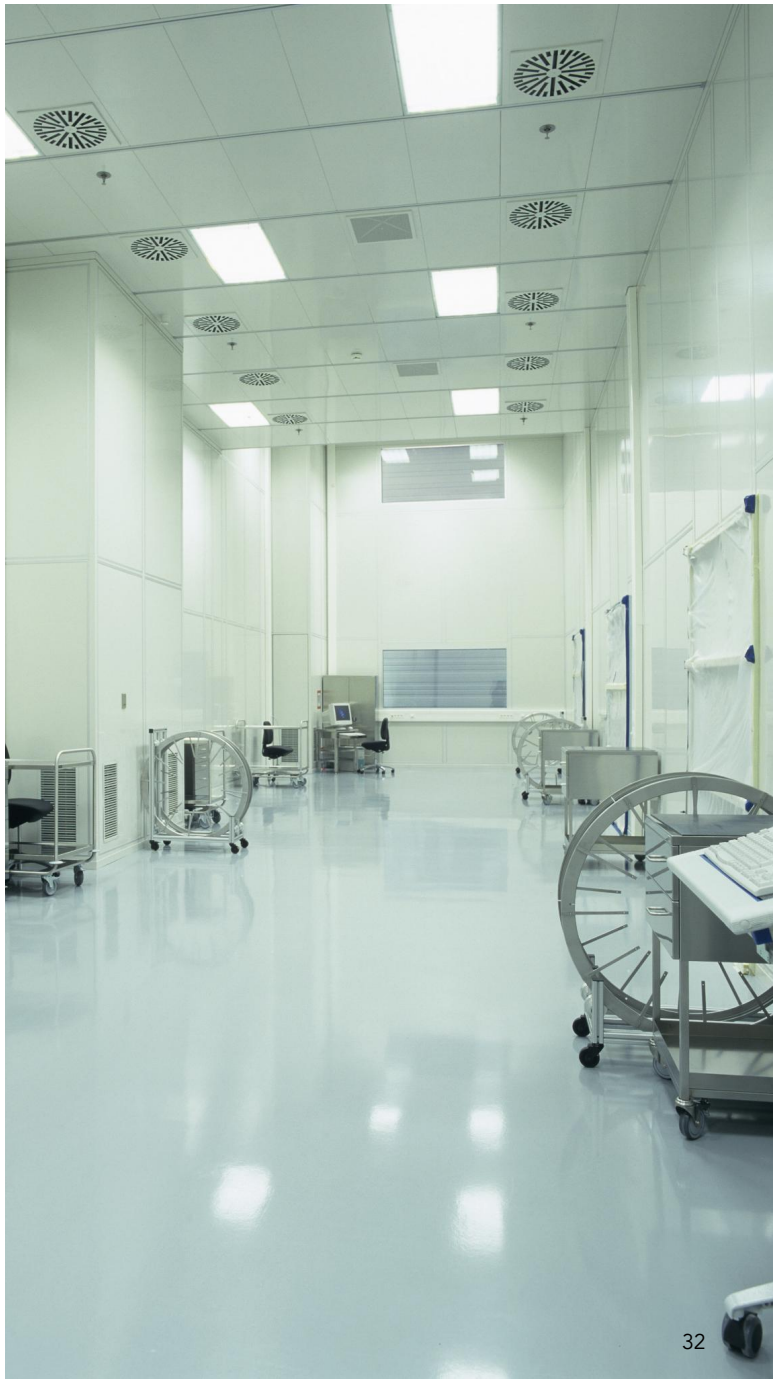
Sales should highlight maintenance, downtime, replacement cycles, and integration complexity to reflect true ownership costs.

Harding's Lifecycle Advantages

With low maintenance and proven durability, Harding systems reduce long-term costs and minimize disruptions.

Shifting to Value-Based Decisions

Helping stakeholders understand lifecycle economics fosters decisions based on value, risk, and long-term performance.



Sales Execution and Go-to-Market Strategy

Spec-Driven Selling and Early Engagement Strategies



Specification-Driven Market

Purchasing decisions in behavioral health are made during design and planning, guided by architects and engineers.

Early Engagement Importance

Sales professionals must engage early with design stakeholders to influence system specifications effectively.

Providing Value and Support

Offering education, design support, and thought leadership helps build trust and influence in facility design.

Proactive Sales Strategy

Tracking projects from pre-design phases and building relationships leads to higher win rates and predictable pipelines.

Using Pilots, Case Studies, and Thought Leadership to Build Credibility



Pilot Projects and Case Studies

Pilot projects and case studies provide tangible evidence of value and help reduce buyers' perceived risks.

Leveraging Early Wins

Early successes create reference accounts and documented outcomes to support wider market growth.

Thought Leadership Initiatives

Educational content and webinars reinforce expertise and build trust in behavioral health safety.

Building Long-Term Partnerships

Contributing knowledge rather than just selling fosters long-term relationships with clients.

Winning Behaviors for Salespeople in Behavioral Health Markets



Consultative Engagement

Shift from transactional selling to consultative engagement focused on customer outcomes.

Discovery and Education

Ask discovery questions to uncover pain points and educate on best practices and trends.

Relationship and Momentum

Build durable relationships by engaging multiple stakeholders and maintaining consistent value-driven touchpoints.

Empathy and Credibility

Combine empathy, patience, and credibility with technical knowledge to succeed in behavioral health sales.

The DXL Behavioral Health Value Proposition

MicroComm DXL is an integrated therapeutic safety communications platform that improves staff safety, clinical coordination, workflow efficiency, and operational awareness while supporting patient-centered Behavioral Health environments.

Thank you



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