



Enterprise Readiness Scorecard

If your healthtech product has:

- Successful pilots with measurable outcomes
- Clinicians who want to buy it
- Strong product-market fit

...but deals still die in procurement, legal, or security review:

The problem isn't your product. It's your operational readiness.

Most healthtech startups build great products but terrible compliance infrastructure. When hospital procurement sends a 60-item security questionnaire, the deal dies—not because you're insecure, but because you can't prove you're secure.

This 3-minute scorecard reveals the 6 operational gaps that make enterprise buyers ghost you, even when your product works.

Eighteen questions. Three minutes. One honest diagnosis.

Instructions: Answer each question based on your current state. Each answer has a point value. Add them up at the end.

DIMENSION 1 — Regulatory & Compliance

Q1: When did you complete your most recent HIPAA risk analysis?

- Within the past 6 months (5 pts)
- 6-12 months ago (4 pts)
- More than 12 months ago (2 pts)
- Never completed one (0 pts)

Q2: How many Business Associate Agreements (BAAs) do you have signed?

- BAAs with all covered entities AND all subprocessors who handle PHI (5 pts)
- BAAs with all covered entities, missing some subprocessors (4 pts)
- BAAs with some covered entities (2 pts)
- No BAAs signed yet (0 pts)

Q3: What's your FDA regulatory status?

- We've determined our classification + have documented regulatory strategy + attorney or regulatory affairs expert reviewed (5 pts)

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- We've determined our classification + have a strategy (4 pts)
- We've determined our classification but no formal strategy (2 pts)
- We're not sure of our FDA classification (0 pts)

DIMENSION 2 — Security & Privacy

Q4: Which encryption standards do you currently use?

- AES-256 (at rest) + TLS 1.3 (in transit), documented in security policy (5 pts)
- AES-256 (at rest) + TLS 1.2 (in transit) (4 pts)
- Some form of encryption but not sure of standards (2 pts)
- Planning to implement encryption (0 pts)

Q5: What SSO/SAML capabilities do you currently support?

- Full SSO/SAML integration + MFA enforced for all users (5 pts)
- SSO/SAML supported, MFA optional (4 pts)
- SSO on product roadmap, not yet built (2 pts)
- No SSO capability (0 pts)

Q6: When was your last third-party security audit or penetration test?

- Within the past 6 months (5 pts)
- 6-12 months ago (4 pts)
- More than 12 months ago (2 pts)
- Never had one (0 pts)

DIMENSION 3 — Reliability & Scalability

Q7: What uptime SLA can you contractually commit to?

- 99.9%+ with documented disaster recovery plan and incident response process (5 pts)
- 99.9%+ committed but DRP not fully documented (4 pts)
- 99%+ but no formal SLA (2 pts)
- No uptime SLA / Not currently measured (0 pts)

Q8: How do you monitor and report system uptime to customers?

- Real-time monitoring + public status page + incident postmortems (5 pts)
- Internal monitoring + customer incident reporting (4 pts)
- Basic monitoring, no formal customer reporting (2 pts)
- No structured uptime monitoring (0 pts)

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Q9: How many new users could you onboard in a single quarter before needing major infrastructure changes?

- 10,000+ users, tested in staging environment (5 pts)
- 10,000+ users, theoretical capacity (4 pts)
- 1,000-10,000 users (3 pts)
- 500-1,000 users (2 pts)
- Under 500 users or unsure (0 pts)

DIMENSION 4 — Integration & Interoperability

Q10: What EHR integration capabilities do you currently have?

- Live FHIR integrations with 2+ major EHRs in production (5 pts)
- FHIR-capable, 1 live EHR integration (4 pts)
- FHIR on roadmap, no live integrations yet (2 pts)
- Custom APIs only, no standards-based integration (1 pt)
- No integration capability (0 pts)

Q11: Can customers export their data from your system?

- Yes, encrypted export in multiple formats + tested data portability process (5 pts)
- Yes, encrypted export available on request (4 pts)
- Export possible but not encrypted or standardized (2 pts)
- No data export capability (0 pts)

Q12: What's your average time from contract signature to enterprise customer go-live?

- Under 2 weeks with documented playbook (5 pts)
- 2-4 weeks with documented playbook (4 pts)
- 1-2 months with informal process (2 pts)
- Over 2 months (1 pt)
- Haven't onboarded enterprise customers yet (0 pts)

DIMENSION 5 — Business & Operations

Q13: How is your enterprise pricing structured?

- Aligned to fiscal year cycles + value-based tiers + publicly documented (5 pts)
- Aligned to fiscal year cycles, per-seat or usage-based (4 pts)
- Flat annual pricing not aligned to budget cycles (2 pts)
- No enterprise pricing model yet (0 pts)

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Q14: What insurance coverage do you currently carry?

- Cyber liability + E&O + general liability, all policies current (5 pts)
- Cyber liability + E&O (4 pts)
- General liability only (2 pts)
- No insurance coverage (0 pts)

Q15: Do you provide audit logs and data deletion capabilities?

- Exportable audit logs + documented 30-day data deletion SLA (5 pts)
- Audit logs available, data deletion on request (4 pts)
- Basic logging, no formal deletion process (2 pts)
- No audit logs or data deletion capability (0 pts)

DIMENSION 6 — Certifications & Governance

Q16: What security certifications or attestations do you hold?

- SOC 2 Type II + (HITRUST or ISO 27001) (5 pts)
- SOC 2 Type II only (4 pts)
- SOC 2 Type I or currently in audit process (3 pts)
- Planning to pursue SOC 2 (1 pt)
- No certifications or plans (0 pts)

Q17: Who in your organization owns compliance and security?

- Dedicated compliance officer or security officer (full-time role) (5 pts)
- CTO or CEO with clear accountability and documented processes (4 pts)
- Shared responsibility across team, informal ownership (2 pts)
- No one formally assigned (0 pts)

Q18: How many enterprise reference customers can you provide on request?

- 5+ referenceable customers willing to speak to prospects (5 pts)
- 3-4 referenceable customers (4 pts)
- 1-2 referenceable customers (3 pts)
- No reference customers yet (0 pts)

TOTAL SCORE: ___ / 90



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How to Use This Rubric

This scorecard has 18 questions worth 0-5 points each (max 90 points total).

Score Range	Label	What This Means
0-35	Not Sellable	Procurement will reject you. Fix critical gaps before pursuing enterprise deals.
36-52	Dies in Legal	You'll pass initial screens but stall when contracts, security, or compliance are reviewed.
53-70	Enterprise-Grade	You can close hospital and payer deals. Minor gaps remain.
71-90	Market Leader	Your operational readiness is a competitive advantage.

Most founders score 42-48 on their first attempt.

Scored under 53?

Book a free 30-minute Enterprise Readiness Audit and we'll show you:

- Your 3 highest-risk gaps (the ones that kill deals fastest)
- The exact order to fix them (prioritized by ROI and effort)
- How to close these gaps in 90 days (not 12 months)

[Show Me My Deal-Killers →](#)

Scored 53+?

You're ahead of most startups. Book a Readiness Scale Session to turn your operational maturity into a sales accelerator.

[Turn Readiness Into Revenue →](#)