

Savvy Player Makes Smart Investment

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The Challenge – Stretching the Marketing Budget

Carefx™ delivers industry-leading, market-driven technology solutions that are focused on simplifying access to patient information. Their products are designed to improve patient care and enhance patient safety by streamlining access to the data housed in existing systems.

We caught up with Amy Ferretti, Vice President of Marketing for Carefx, to ask about her experience using the HIMSS Analytics Database. Ms. Ferretti has more than 15 years of integrated marketing experience in the healthcare technology space and has developed groundbreaking marketing programs for leading healthcare technology companies including Clinicom, Quadramed, Lumedx, Sunquest/Misys, and Concuity, Inc.

The Solution – Target Prospects

HA: Tell us a little about yourself and what you were looking for when you started using the HIMSS Analytics Database.

Ms. Ferretti: I used the HIMSS Analytics Database in the past for other companies I've worked with. When I joined Carefx, we invested in the HIMSS Analytics Database to help us accurately identify potential prospects and execute more targeted marketing campaigns. We use the database to target our marketing efforts to specific segments (specialty areas, contacts, etc.) in healthcare provider organizations. And since the database gives us a comprehensive snapshot of the health system's business initiatives and IT environment, we're able to confidently walk into a meeting with solid background information on their business landscape.

HA: Carefx is a relatively new player in the healthcare IT arena. Do you feel your investment in the HIMSS Analytics Database has been a wise one?

Ms. Ferretti: Absolutely. We're an early stage company with a minimal marketing budget, so we really need to see a return on every marketing dollar we spend. The HIMSS Analytics Database is a very smart investment and will always be included in my marketing budget.

HA: Do you find the HIMSS Analytics Database easy to use?

Ms. Ferretti: If I can use it, monkeys can use it. Seriously, HIMSS Analytics continues to enhance the database, and its web-based functionality is very user-friendly. The ability to download the core database enabling us to conduct our own SQL queries is a huge benefit as well.

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HA: How has your experience been with customer support for the HIMSS Analytics Database?

Ms. Ferretti: Customer Support has been phenomenal. I've gone to them with some challenging requests, one might even say they're unreasonable, but they always deliver what I need and nail it the first time; and in many cases make suggestions on a better way to get to the information I'm requesting. They were extremely helpful in helping us import data from the HIMSS Analytics Database into our sales force automation application. And, as a whole, when I've made suggestions what product enhancements I'd like to see, I really feel like HIMSS Analytics pays attention to my requests.

How Can the HIMSS Analytics Database Help Your Company

The HIMSS Analytics Database contains:

- Data from over 5,000 hospitals
- Healthcare provider software and hardware purchasing plan information
- Healthcare provider software, hardware and infrastructure portfolios
- Market share data for over 130 software applications and technologies
- Contact information for 140,000+ IT and "C-Level" decision makers within acute, sub-acute, ambulatory and home-health organizations
- Market segmentation and sizing statistics to evaluate opportunities across the U.S.
- Identification of hospitals with major capital building projects

About HIMSS Analytics

A Trusted, Experienced Resource for Healthcare IT Companies

HIMSS Analytics is a wholly owned not-for-profit subsidiary of the Healthcare Information and Management Systems Society (HIMSS). The company collects and analyzes healthcare data related to IT processes and environments, products, IS department composition and costs, IS department management metrics, healthcare trends and purchase-related decisions. HIMSS Analytics delivers high quality data and analytical expertise to:

- Healthcare delivery organizations
- Healthcare IT companies
- State governments
- Financial companies
- Pharmaceutical companies
- Consulting firms



Please contact us for more information on our products and services.

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HIMSS Analytics™ Database

