

Making informed business decisions quickly in today's fast-paced healthcare IT market is critical to an organization's ability to thrive and survive. Whether you're a healthcare provider or a healthcare IT solution provider, you can count on HIMSS Analytics' Executive Consulting Services to give you accurate, insightful and actionable information.

## For Hospitals and Integrated Delivery Systems

- Evaluate your organization's clinical IT applications portfolio and operational capabilities relative to peer-group benchmarks with our EMR Adoption Model
- Advise your board and senior leadership team on IT trends and future market scenarios, and their potential impact on hospital organizations
- Analyze IS department costs and staffing ratios derived from benchmarking analysis of comparable peer organizations' department costs and workloads

## For Healthcare IT Companies

- Improve targeting for your marketing and sales strategies based on a thorough understanding of the drivers within IT segments and markets
- Create accurate forecasts for your business based on analysis of industry trends, IT spending levels and purchasing plans taken from the HIMSS Analytics Database
- Increase penetration for your key target market segments more effectively by receiving an in-depth analysis of the competitive landscape, market perceptions and vendor market share
- Enhance the skills of your sales force, relative to selling in the industry, with focused training programs

## About HIMSS Analytics

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 information 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 products, services and analytical expertise to healthcare delivery organizations, healthcare IT companies, state governments, financial companies, pharmaceutical companies, and consulting firms.



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