

The web-based HIMSS Analytics Database is your go-to source of information that will help you build your client portfolio, improve customer service/relationship management, and effectively target your sales and marketing efforts. The HIMSS Analytics Database can help you:

- **Increase revenue** by enabling you to develop highly targeted sales campaigns and uncover qualified leads more efficiently
- **Increase sales productivity** by giving your sales-team the healthcare provider IT information they need at the click of a mouse
- **Improve customer service and relationship management** by providing more complete and accurate data on customer accounts

As a HIMSS Analytics Database client, you get access to information that is continuously updated through our dedicated team of research professionals. This results in shortened sales cycles, more effective prospecting, improved customer relationships, and the ability to stay on top of market trends.

The HIMSS Analytics Database contains:

- Data from over 5,100 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 150,000+ IT and “C-Suite” 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 budgeted at over \$39 billion

“HIMSS Analytics is an important source of comprehensive U.S. healthcare industry information.

It’s a valuable supplement to our own information as we monitor the pulse and direction of the marketplace and communicate with both prospects and clients.”

Sherri Levy-Carpineto
Manager of Market Research, Eclipsys



The most comprehensive market resource available, the HIMSS Analytics Database includes:

- **Standard Downloadable Reports** that provide users with an immediate understanding of:
 - > Market share
 - > Purchasing plans
 - > Outsourcing and consulting opportunities
 - > Sales opportunities in growing areas across different market segments of healthcare IT including EMR, PACS, ambulatory and wireless
- **Search Capabilities** that enable users to search for facilities or healthcare systems and evaluate their current IT environment. Profiles are downloadable in a PDF or HTML format
- **An Ad Hoc Query/Report Writer Function** that enables user-defined queries through an easy-to-use interface. Details are downloadable in an Excel format
- **Ongoing, dedicated customer support** to ensure that clients receive maximum value from the database
- **Geo-mapping** to provide graphical representation of standard report data

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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