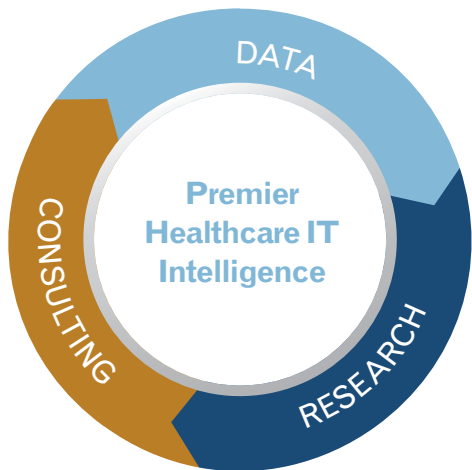


# The amount of information we have is *incredible*.

How we help you use it is even **MORE** amazing.



Tap the vast resources of healthcare's premier IT market intelligence, primary market research and consulting services to get the most from your marketing and sales strategies.

Only HIMSS Analytics has the ability to provide IT suppliers to the healthcare industry with robust data-driven solutions that significantly increase sales efficiency and effectiveness.

“It is **VALUABLE** to have access to a repository of data and information that has its *finger on the pulse* of our industry.”

~ Bruce Fritzges, Customer Loyalty Manager, 3M

# Imagine What You Could Do If You Could Identify Your Best Prospects And See EXACTLY What They Need.

## Three Ways to Optimize Your Marketing And Sales Strategies

### HIMSS Analytics™ Database

Gain exclusive online access to a complete, highly accurate and searchable healthcare provider IT database to help identify prospects and to accelerate the sales cycle.

Our database includes information from over 5,100 hospitals; contact information for 150,000 IT and C-suite decision makers; plus installed systems, acquisition plans and market share for 130 software applications and technologies.

- Get a macro view of the market and account-specific detail
- Sell proactively, improve customer service, and enhance relationship management with deeper industry knowledge and awareness
- Reduce selling expense with more targeted prospecting
- Identify possible vendor partners

### Research Expertise

Our research solutions can help you spot industry trends, gain insight and identify opportunities.

#### Primary Market Research

HIMSS Analytics has a full range of primary market research capabilities, in the US and abroad. Experienced in qualitative and quantitative research methodologies, we can design a custom project around your business objectives.

- Measure customer awareness or perception of your brand
- Gain a richer understanding of the market using surveys, focus groups or in-depth interviews
- Create sponsored industry research and white papers
- Equip your sales force with unique knowledge and thought leadership materials

#### The Essentials of the US Hospital IT Market Report

The Essentials report examines over 80 software applications to provide you with valuable analysis:

- Top vendor market share
- Forecasted healthcare IT spend and CAGR
- Top vendors being considered for purchase

### Executive Consulting

Get the business advice, world-class counsel and independent perspective that are critical to developing winning go-to-market strategies and tactics.

- Leverage industry experts' perspectives on healthcare IT trends
- Improve your marketing and sales initiatives with insights into specific business-critical issues
- Get suggestions for penetrating key target market segments

Providers are looking for more than hardware or software.  
HIMSS Analytics will help you build complete solutions.

To learn all the ways we can help you be a more valued partner:

**866-546-2900 • [info@himssanalytics.org](mailto:info@himssanalytics.org) • [www.himssanalytics.org](http://www.himssanalytics.org)**

#### 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 and federal governments, financial companies, pharmaceutical companies, and consulting firms.