

Whether your healthcare company is evaluating or already selling into the Canadian healthcare IT market, the HIMSS Analytics Canadian DatabaseSM is a must-have guide to understanding the market. It is a roadmap of who's making the decisions in the Canadian healthcare IT market and where they are being made.

The HIMSS Analytics Canadian 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 correct key contacts the first time around
- **Improve customer service and relationship management** by providing complete and accurate data on customer accounts
- **Enhance your market knowledge of competitors** by providing insights to market share by product lines
- **Enhance your market strategies** from monitoring market trends

As a HIMSS Analytics Canadian Database client, you get access to information that is continuously updated – resulting in shortened sales cycles, more effective prospecting, improved customer service capabilities, and the ability to stay on top of market trends.

Your roadmap to
the decision makers
in the Canadian
healthcare IT market.



i n s i g h t

The web-based HIMSS Analytics Canadian Database contains:

- Data at the hospital and Regional Health Authority levels
- Healthcare provider software, hardware and infrastructure portfolios
- Market share data for over 130 software applications and technologies
- Key contact information at the appropriate decision making level – either hospital, Regional Health Authority, or provincial levels
- Market segmentation and sizing statistics to evaluate opportunities across Canada
- Software and hardware purchasing plan information
- Geo-mapping feature to provide graphical representation of standard report data
- A guide that provides “need-to-know” selling insights to each Province

The most comprehensive market resource available, the HIMSS Analytics Canadian 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

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.