

Growing Company Expands Prospects

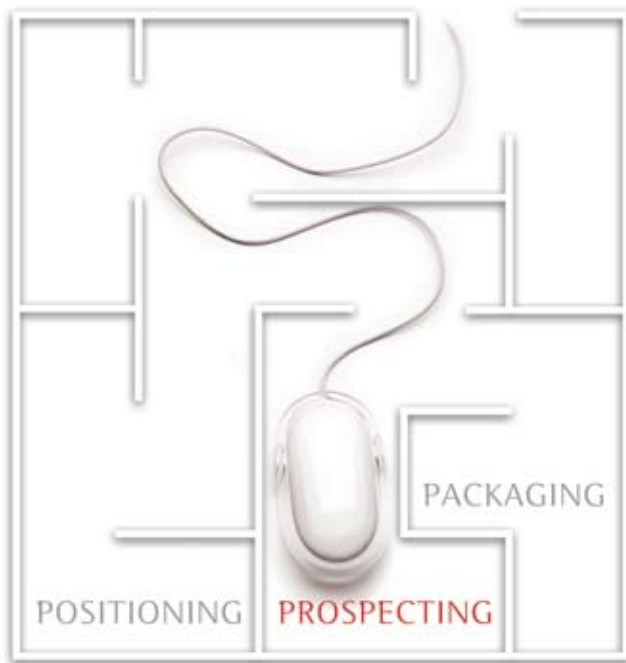
The Challenge – Targeting New Opportunities

When Innovative Consulting Group (www.innovativecg.com) was looking for a better way to identify prospective clients and generate new sales leads, they looked no further than HIMSS Analytics.

Innovative Consulting Group provides healthcare IT consulting services to hospitals and healthcare systems. The company specializes in application implementations, outsourcing & support, systems integration, revenue cycle management services, and Project Management. In December of 2006, they invested in a subscription to the web-based HIMSS Analytics Database.

We interviewed Carolyn Weinig, Director of Business Development and Kim Hoops, Marketing Coordinator, to dig a little deeper and find out how they use the Database and what they like about it.

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The Solution – Targeted Information

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

Ms. Weinig: I'm responsible for finding new opportunities and expanding Innovative Consulting Group's healthcare implementation consulting services to a fairly large geographical territory. I needed a solution that would help me identify prospective opportunities. The HIMSS Analytics Database helps me do just that. I can search and group prospects by territory, by IS system installed and more.

Ms. Hoops: I'm responsible for handling all of the marketing activities for Innovative Consulting Group, including supporting sales and helping our sales team identify opportunities. The HIMSS Analytics Database helps me create special reports for our team based on their area of expertise with a specific application. As an example, for our consultants that have a lot of experience with McKesson implementations, I can run a report identifying the hospitals that are in the process of implementing McKesson.

HA: Do you find the system easy to use?

Ms. Weinig: Yes, I find it very easy to use. It has helped me save a lot of time identifying potential clients. With all of the specific contact information it contains, it's a very valuable tool. I can easily and quickly find the information I need with the click of a mouse.

Ms. Hoops: The system is extremely user-friendly and it's easy for me to create custom reports for our sales team. I would say the HIMSS Analytics Database is one of the best investments our organization has made to enhance our sales support and generate leads.

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HA: What about customer support?

Ms. Weinig: The customer support is outstanding. On one occasion, I needed a custom report that I thought would be pretty challenging to generate. I gave your customer service representative a call and received it the next morning.

Ms. Hoops: I agree, the customer service is great. Whenever I have a question or need help generating a report that's a little more complex, your customer service people are very helpful and expedient.

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



PROSPECT