

In today's competitive healthcare IT marketplace, executives, strategic planners, marketing and business development personnel need insightful market intelligence. An informed business decision from a respected source is one of the best investments you can make to grow your business.

Primary market research can involve surveys, interviews or focus groups and is designed to improve the implementation of your business plan by answering specific questions about your target market.

Primary Market Research Services

Whether you're looking for qualitative or quantitative research in the US or abroad, HIMSS Analytics can help by:

- Conducting web or phone-based surveys
- Facilitating on-site or web-based focus groups
- Mining the HIMSS Analytics Database to analyze market penetration, market share and planned purchases
- Developing topical white papers on industry solutions

Focus Areas

Primary market research is ideal for:

- Testing and/or refining new product ideas *before launching them into the market*
- Understanding what communications vehicles are best suited to reach your target audience
- Assessing the market's perception of your solution relative to your competitors
- Measuring the impact of advertising before and after launching a campaign
- Analyzing why business is lost (or won) to fine-tune product pricing, packaging, positioning, and promotion.

To reach
your market
you must first
understand
your market.



Unprecedented Industry Experience

HIMSS Analytics has a unique blend of experience and capabilities to help increase sales and marketing effectiveness for our clients. This unique blend of data, knowledge, analytical skills and experience is unmatched in the industry.

In addition to our products and services, HIMSS Analytics keeps the industry informed with nationally recognized studies such as the Annual HIMSS Leadership Survey, the recognized barometer of our industry, now in its 20th year. In addition, HIMSS Analytics publishes the highly anticipated Annual Report of the U.S. Hospital IT Market, and the Essentials of the U.S. Hospital IT Market.

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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