

One Strategic Company to Another

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The Challenge – A Strategic Plan

Winthrop Resources Corporation, owned by TCF Bank, is a financial services company that specializes in providing custom leasing solutions and long-term financial strategies to technology equipment users. They help their customers react to the unplanned changes and rapid depreciation associated with technology assets.

When it came time for Winthrop to improve on its strategy to expand their healthcare business, they brought in Tim Haugen, Vice President for Winthrop Resources. With over 17 years of experience in the healthcare IT space, Tim knew where to find the best market research so he acquired the HIMSS Analytics Database.

We took a moment to get Tim's thoughts on how his company is leveraging the HIMSS Analytics Database to assess market opportunities and grow Winthrop's business.

The Solution – A Strategic Partner

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

Mr. Haugen: The HIMSS Analytics Database helps us understand two big drivers in the healthcare IT market today- key issues and main players. It gives us the ability to see what type of technology they currently have and future purchasing plans of all the major US healthcare systems. We can more quickly and effectively qualify prospective clients because we get visibility into what types of technology they're planning to invest in, which gives us an idea of what role technology plays as part of their overall strategy.

HA: What were the factors that influenced you to select HIMSS Analytics?

Mr. Haugen: In evaluating the HIMSS Analytics Database, we also took a look at the competitors. No other database covers the depth of detailed information that your company offers.

HA: Do you find the system easy to use?

Mr. Haugen: Yes. Our sales representatives tell me it's easy and quick to get the information they need. All they do is type in a name, state and they're in. From there, they can easily drill down to more detailed information. Anybody can do that!

HA: How has your experience been with customer support for the HIMSS Analytics Database?

Mr. Haugen: In a single word - great. Your customer service representative is very attentive, always give us prompt support and she's very helpful when we need to run custom reports.

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HA: Would you recommend HIMSS Analytics to other HIT companies?

Mr. Haugen: Of course. Unless I'm competing with them.

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



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Innovative Research | Informed Decisions

Please contact us for more information on our products and services.
866-546-2900
info@himssanalytics.org
www.himssanalytics.org