

Health System Clinical, Technical & Front-line Decision Makers

| TARGET:

Health System Clinical Executives,
Health System Technical Executives
& Front-line Practitioners

| MARKET:

US, Germany, UK,
China

| METHODOLOGY:

60-Minute Telephone/ Web IDIs

SPECS:

Healthcare System Clinical Executives, Health System Technical Executives & Front-line Practitioners (focused on oncology, neurology, ophthalmology)

- Experts should have direct experience in implementation, purchasing, and/or usage of a CDS tool and be able to provide insights on CDS market dynamics

Hospital Health System Clinical Executives and Hospital Health System Technical Executives

- Likely hoping for C-suite could potentially be VP and up
- At a large leading hospital system that regularly utilized CDS (clinical decision support) tools
- Familiar with the current adoption and utilization dynamics for CDS tools, as well as drivers/barriers
- Can describe the current impact of CDS tools on health systems
- Able to provide insights into the buying process and decision-making for these CDS tools
- Experts should have direct experience in implementation, purchasing, and/or usage of a CDS tool and be able to provide insights on CDS market dynamic

Clinical Leadership/Front-Line Practitioner (in oncology, neurology, ophthalmology)

- Regularly use CDS tools at a leading hospital system and has aided in the process of developing rules/guides for the tool itself (specifically within oncology, neurology, ophthalmology)
- Familiar with the current application and usage of CDS tools
- Familiar with the current adoption and utilization dynamics
- Can describe the value and impact of CDS tools
- Able to provide perspective of CDS trends and future state
- Experts should have direct experience in implementation, purchasing and/or usage of a CDS tool and be able to provide insights on CDS market dynamics

SAMPLE PROFILES:

- Vice President of Clinical Decision Support at Optum
- CEO at HealthDecision, LLC
- Clinical Services Chief Health Information Officer at United Health Group
- Chief Medical Information Officer at Health Quest
- Vice President Clinical Decision Support at Beaumont Health
- Vice President, Strategic Planning and Decision Support at Anne Arundel Medical Center
- Chief Medical Information Officer at Yuma Reginal Medical Center
- Vice President, Clinical Decision Support at McKesson Technology
- Chief Medical Officer at Baystate Health