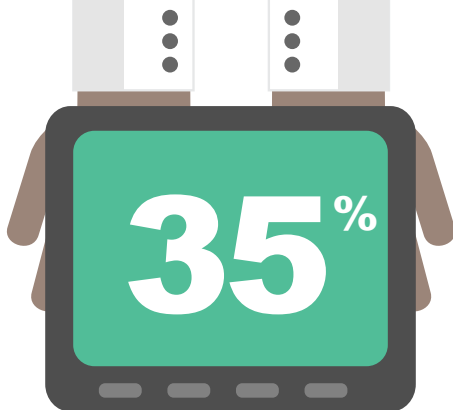


TWO WAYS TECH DECISION- MAKERS BUY.

AND WHY MARKETERS SHOULD PAY ATTENTION.

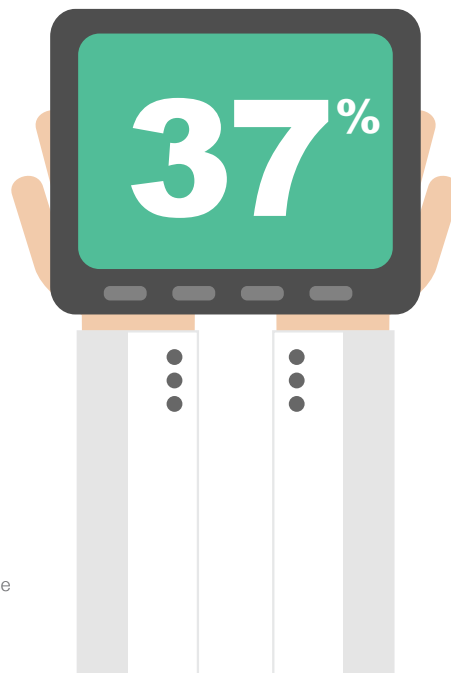
In a recent survey, we asked healthcare IT decision-makers how they buy solutions. Their responses can help marketers structure their account-based marketing.

While 37% claimed existing vendors earned the preferred edge, 35% were interested in a best-in-class solution and open to working with any vendor.



BEST SOLUTION

Percent of IT decision-makers who would buy the best healthcare solution, regardless of vendor.



CURRENT VENDOR

Percent of IT decision-makers who prefer to buy from existing vendors.

109 healthcare IT decision-makers surveyed when asked, "Which of these statements best describes how you purchase your healthcare IT solutions?"