



## Administrator & Decision Maker Reach

150,000+ Hospital Administrators

12,000+ Surgery Center Executives

90,000+ Long Term Care Decision Makers

Payors, Key Opinion Leaders & more!

### Experience Reckner.

We deliver trusted, reliable access to today's leaders, executives & decision-makers

# Hospitals, Surgery Centers & Long Term Care

Measure the pulse of today's administrators, leaders and decision makers. Our panel encompasses a variety of practice settings and departments – from hospitals and hospice to skilled nursing and surgery centers. We also offer targeting via facility name, type & bed count.



## Hospitals & Surgery Centers

C-Suite  
 Department Heads  
 Finance  
 Infection Prevention  
 Information Technology  
 Laboratory  
 Medical / Quality Care  
 Nursing  
 Operations  
 Pharmacy  
 Purchasing

## Long Term Care

Assisted Living  
 Hospice  
 Home Health Care  
 Skilled Nursing

Administration  
 Finance  
 Information Technology  
 Nursing  
 Operations  
 Pharmacy  
 Purchasing

## Key Opinion Leaders

Dermatology  
 Endocrinology  
 Gastroenterology  
 Infectious disease  
 Neurology  
 Oncology  
 Psychiatry  
 Pulmonology  
 Rheumatology

## Payers

IDN Medical Directors  
 IDN Pharmacy Directors  
 MCO Medical Directors  
 MCO Pharmacy Directors  
 PBM Pharmacy Directors

## Examples of Our Reach

Accounting/ Finance	14,124
Department Heads	12,051
Infection Prevention	3,236
IT Executives (CIO, VP, Director)	11,690
Lab Directors / Managers	3,618
Medical Directors	1,867
Nursing Executives (CNO, Director)	17,384
Operations (COO, Director, VP)	12,747
Pharmacy Directors	5,492
Purchasing (Materials Mgmt, Supply Chain)	4,653
Quality / Risk Management	3,756
Respiratory Therapy	1,683

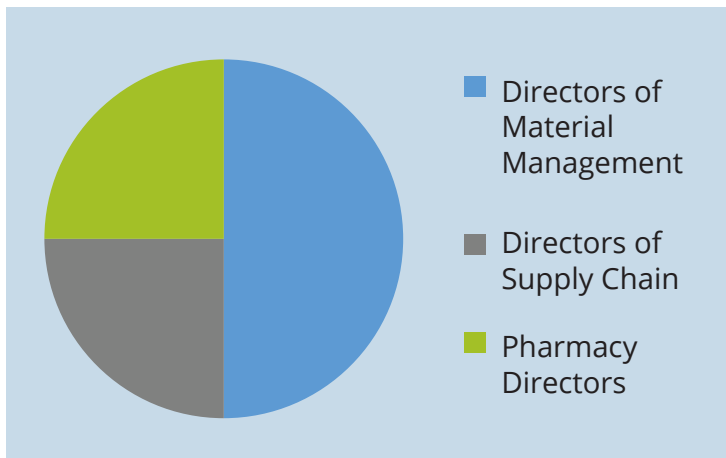
Anesthesiology	357
Cardiology	1,247
ICU	1,038
Oncology	965
Orthopedics	767
Rehabilitation	714
Wound Care	1,340
Emergency Department	2,678

*\*Capabilities for qualitative studies can be more limited due to length and timing of interviews.*

# Qualitative Research Case Studies

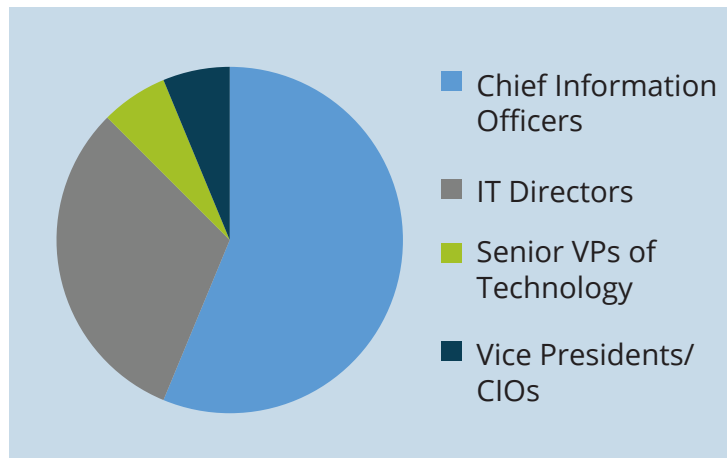
## Purchasing Patterns & Vendor Management

On behalf of a healthcare consultancy investigating purchasing patterns and vendor management for their client's category, we recruited and scheduled 20 hospital administrators for a 30-minute interview:



## IT Business Needs

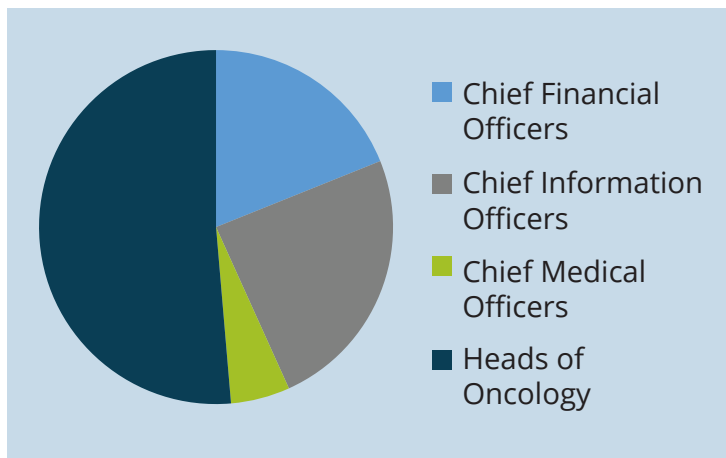
Our client was interested in understanding information technology requirements in a hospital setting. We recruited and scheduled 16 IT leaders and decision-makers for a 45-minute interview.



## Technology Usage in Cancer Treatment

We partnered with a business intelligence company to understand how the use of technology could impact individualized treatment plans for cancer patients.

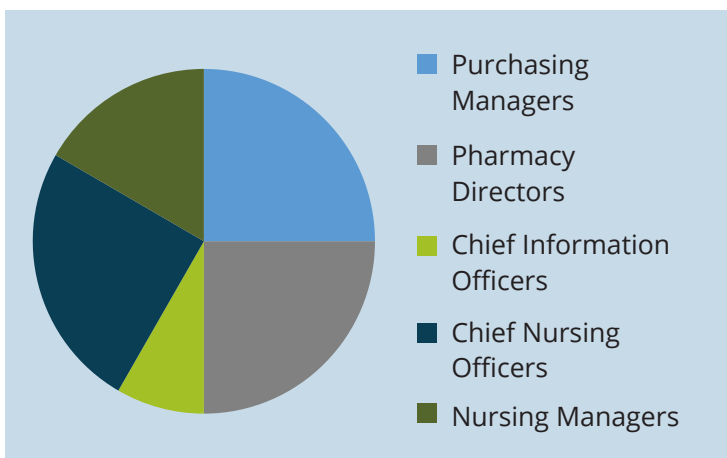
We recruited and scheduled a combination of 37 Heads of Oncology and Chief Information, Financial and Medical Officers for a 30-minute interview.



## Respiratory Depression Monitoring

Our client was interested in examining how respiratory depression is monitored among key decision-makers in various healthcare settings.

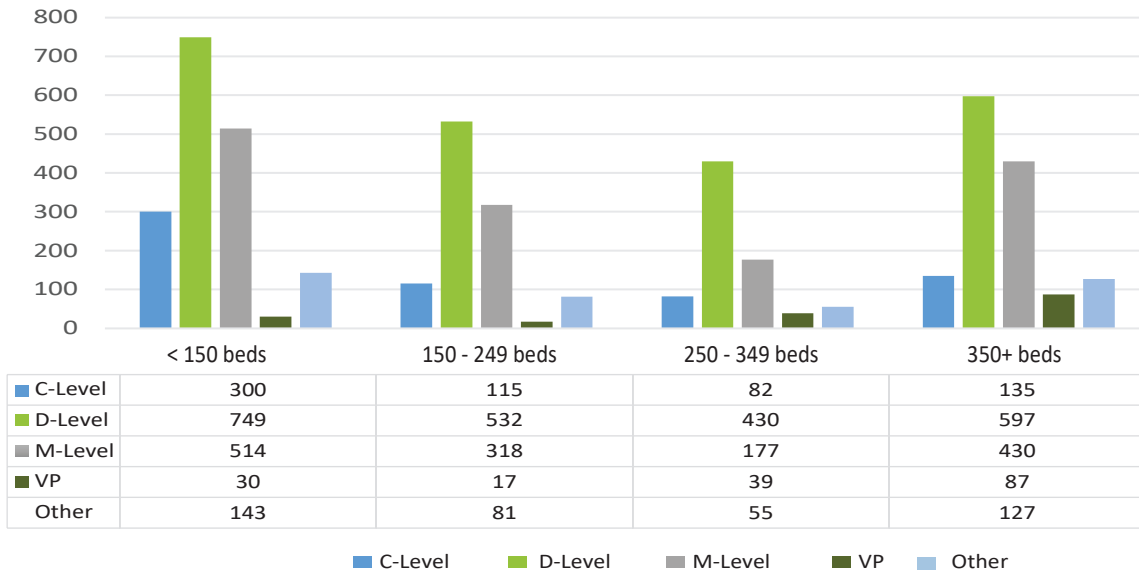
We recruited and scheduled 12 decision-makers in multiple departments for a 50-minute interview.



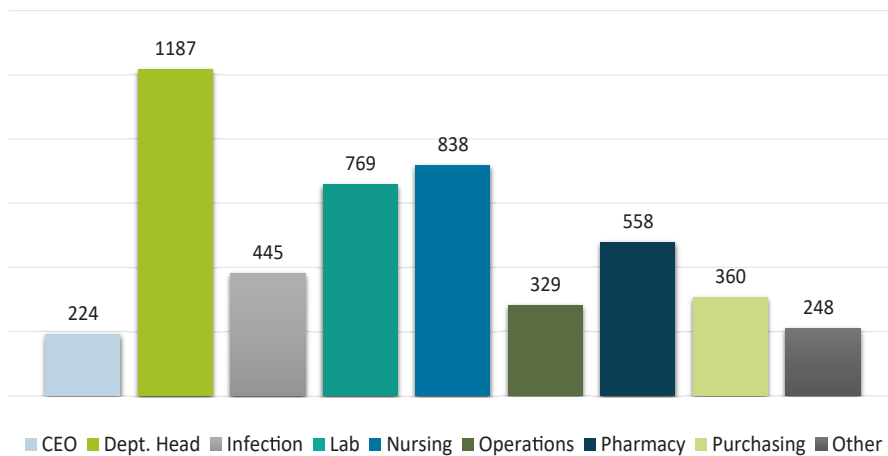
# Quantitative Research Case Study

On behalf of a leader in the medical technology space, we recently surveyed more than 2,000 hospital administrators to provide a comprehensive overview of purchasing and usage patterns in the hospital setting. In order to accomplish this monumental goal, we screened nearly 5,000 decision makers across all management titles and hospital sizes.

## Exceptional Access across Responsibility Levels & Hospital Sizes



## Comprehensive Functional Group Representation



## Hospital and Network Decision Makers

