

Delivering Access to Today's Leaders, Executives and Decision-Makers.

Extensive Hospital Administration Reach*	
Pharmacy VP / Directors	5,574
Economic Buyers (Materials/Purchasing Managers, Buyers, Supply Chain)	5,863
Infection Prevention	4,652
Nursing Executives (CNO, Director)	8,773
Operations (COO, Director, VP)	12,972
Lab Directors / Managers	4,376
Department Heads**	18,249
Medical Directors	5,880
Respiratory Therapy	2,636
IT Executives (CIO, VP, Director)	12,047
Quality / Risk Management	5,558

**Department Heads by type	
Anesthesiology	389
Cardiology	1,429
ICU	2,765
Emergency Department	4,078
Oncology	1,616
Orthopedics	991
Pediatrics	1,027
Radiology	3,694
Rehabilitation	1,085
Wound Care	1,175

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

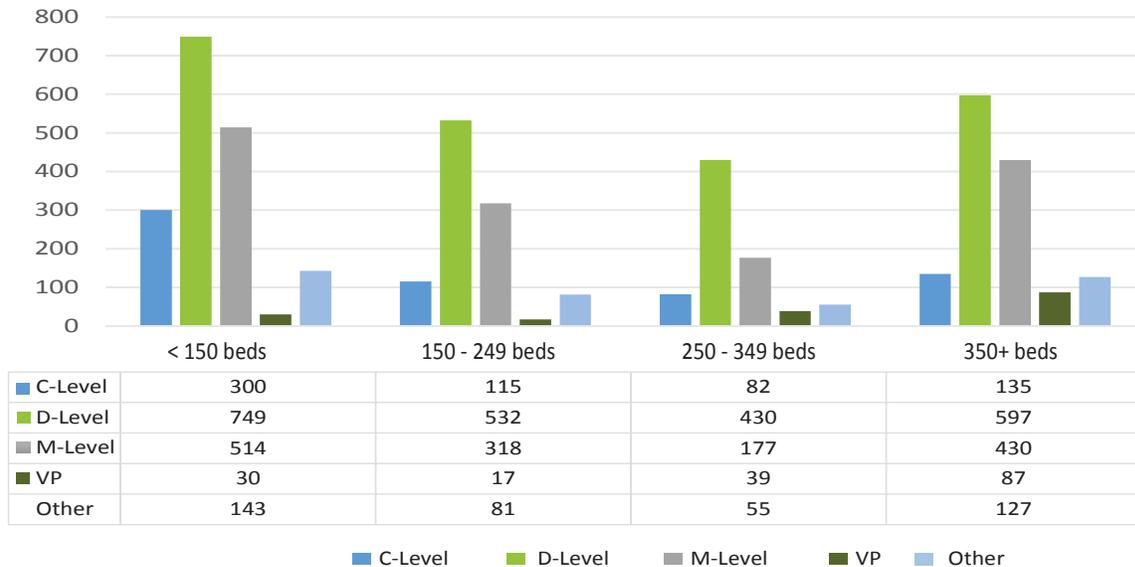
- More than 150,000 hospital administrators
- Comprehensive department access
- Specific targeting via hospital bed counts
- Specific targeting via hospital name and hospital type (i.e., rural, urban, academic, community)
- Highly-engaged population results in quick response rates



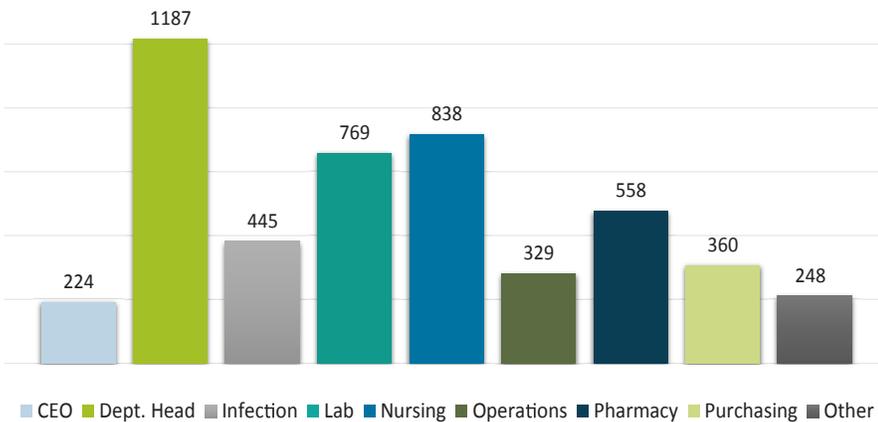
Quantitative Research Case Study

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.

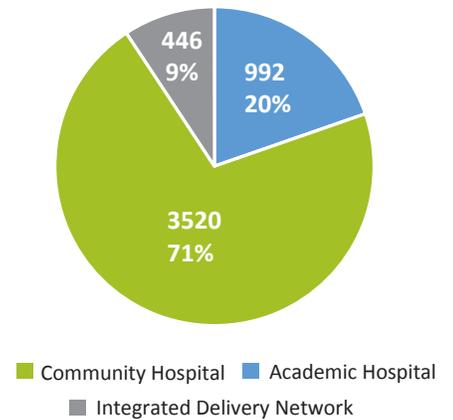
Exceptional Access across Responsibility Levels & Hospital Sizes



Comprehensive Functional Group Representation



Hospital and Network Decision Makers



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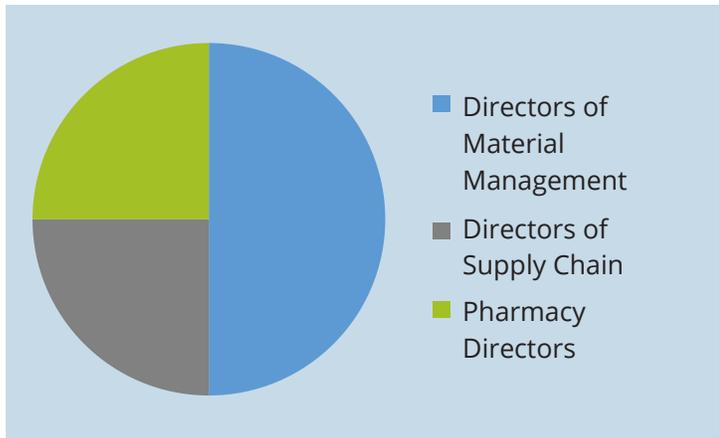
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Qualitative Case Studies

Purchasing Patterns & Vendor Management

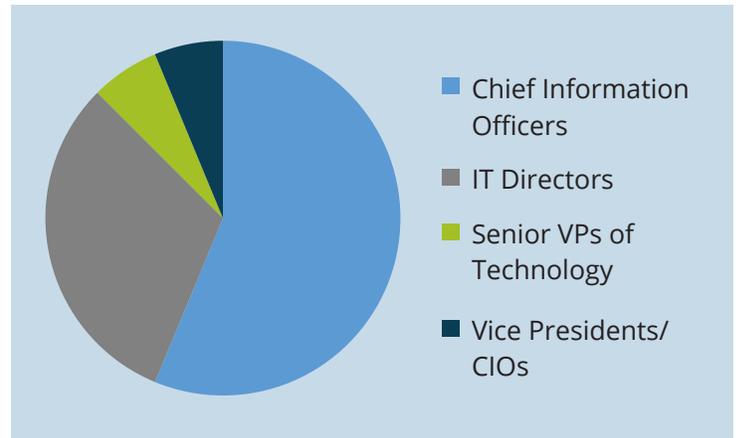
On behalf of a healthcare consultancy investigating purchasing patterns and vendor management for their client's category, we recruited and scheduled 20 hospital administrators for a 30-minute TDI:



IT Business Needs

Our client was interested in understanding information technology requirements in a hospital setting.

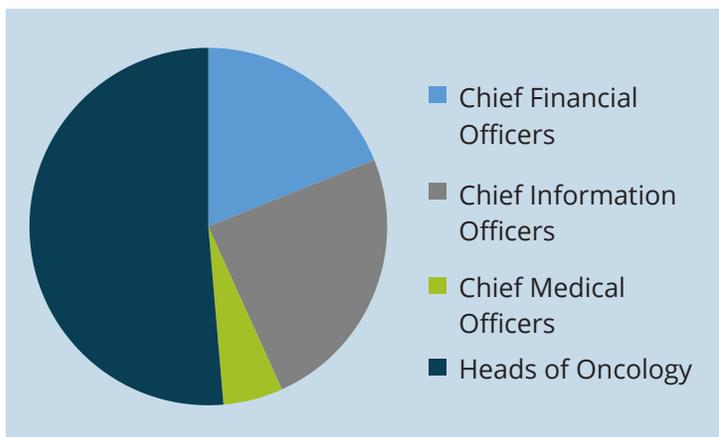
We recruited and scheduled 16 IT leaders and decision-makers for a 45-minute interview.



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.

