

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

Extensive Hospital Administration Reach*	
Pharmacy Directors	5,462
Economic Buyers (Materials/Purchasing Managers, Buyers, Supply Chain)	4,543
Infection Prevention	3,236
Nursing Executives (CNO, Director)	5,661
Operations (COO, Director, VP)	3,169
Lab Directors / Managers	3,618
Department Heads**	*9,106
Medical Directors	1,867
Respiratory Therapy	1,683
IT Executives (CIO, VP, Director)	8,328
Quality / Risk Management	3,756

**Department Heads by type	
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.*

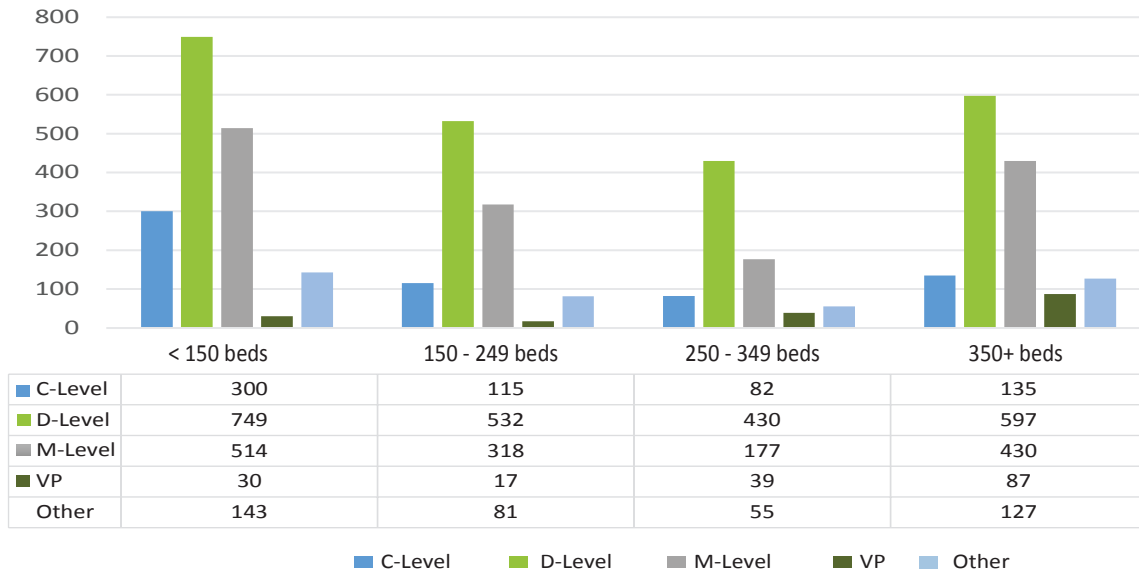
- More than 50,000 hospital administrators
- Comprehensive department access
- Specific targeting via hospital bed counts
- Specific targeting via hospital name and hospital type (i.e., rural, urban, academic, community)
- Highly-engaged population results in quick response rates



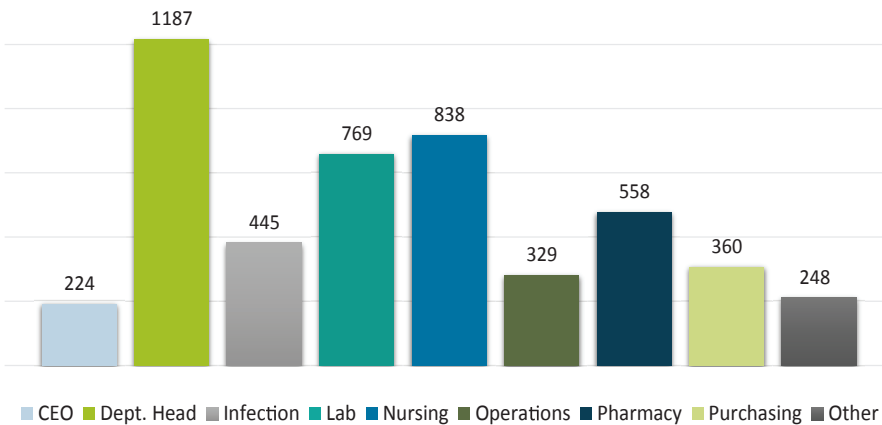
Quantitative Research Case Study

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.

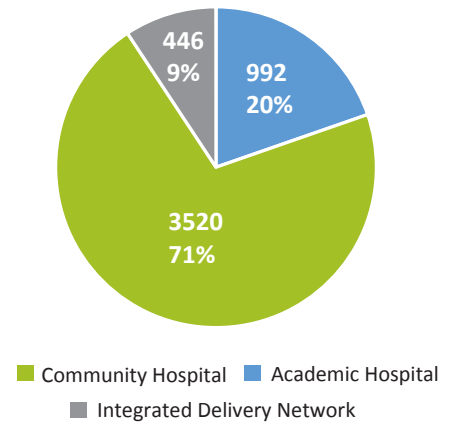
Exceptional Access across Responsibility Levels & Hospital Sizes



Comprehensive Functional Group Representation



Hospital and Network Decision Makers



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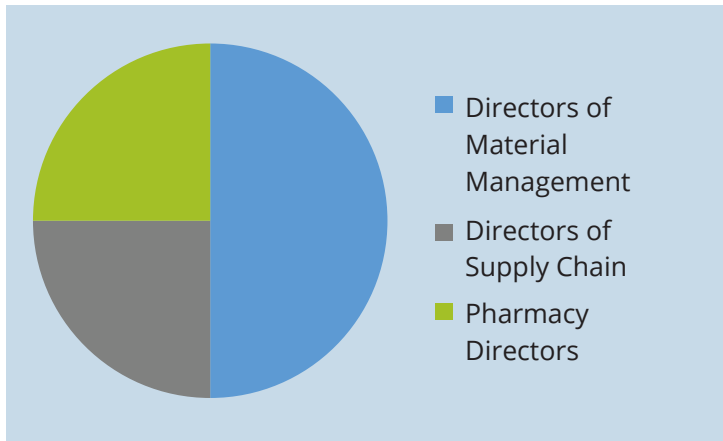
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Qualitative Case Studies

Purchasing Patterns & Vendor Management

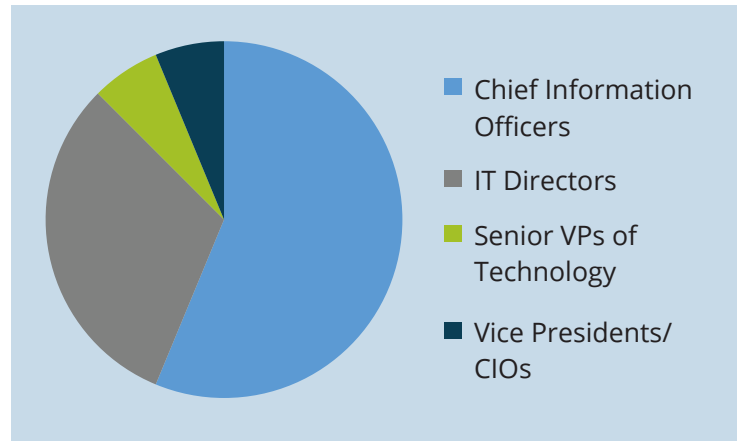
On behalf of a healthcare consultancy investigating purchasing patterns and vendor management for their client's category, we recruited and scheduled 20 hospital administrators for a 30-minute TDI:



IT Business Needs

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

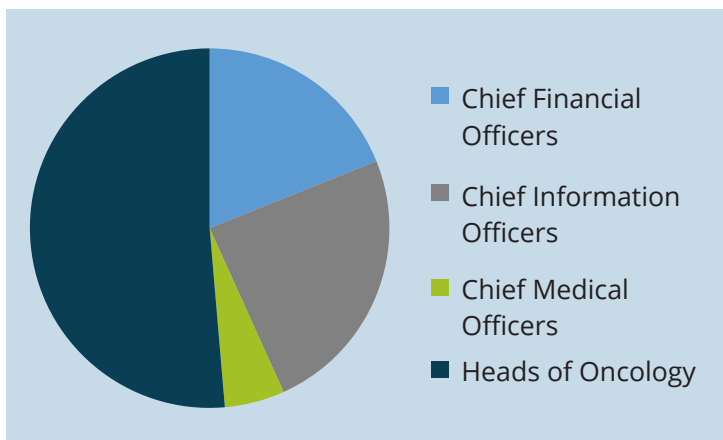
We recruited and scheduled 16 IT leaders and decision-makers for a 45-minute interview.



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.

