



Hospital Administration Reach

100,000+ hospital administrators

Comprehensive department access

Targeting via hospital name, type & bed count

Qual, Quant and Quick-pulse solutions

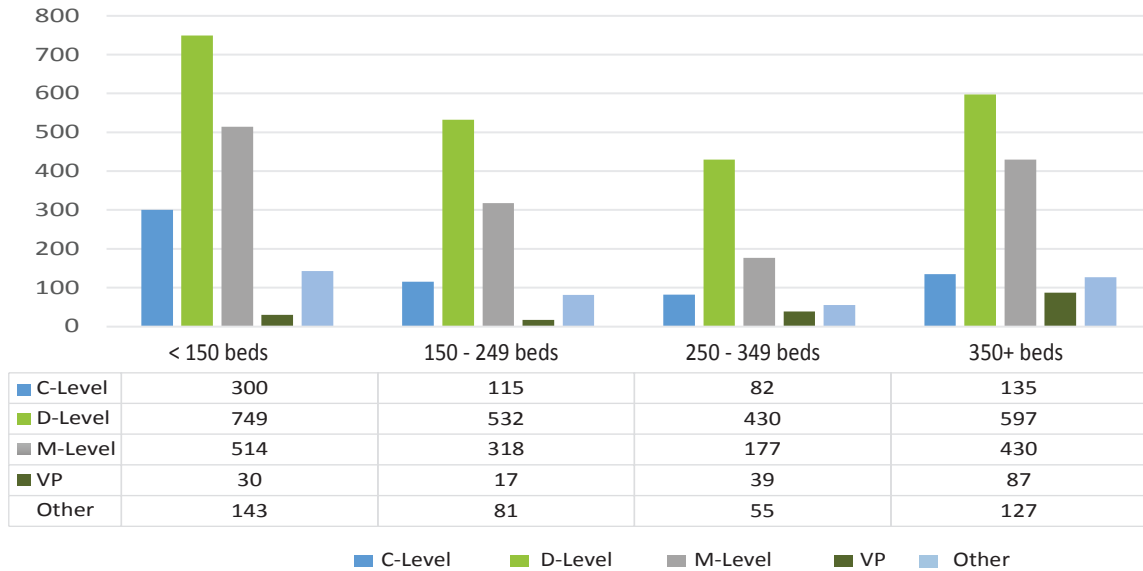
Experience Reckner.

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

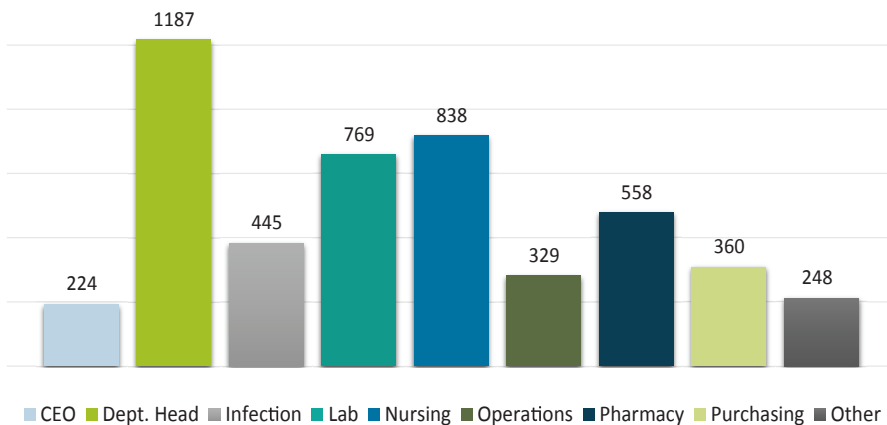
Quantitative Research Case Study

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.

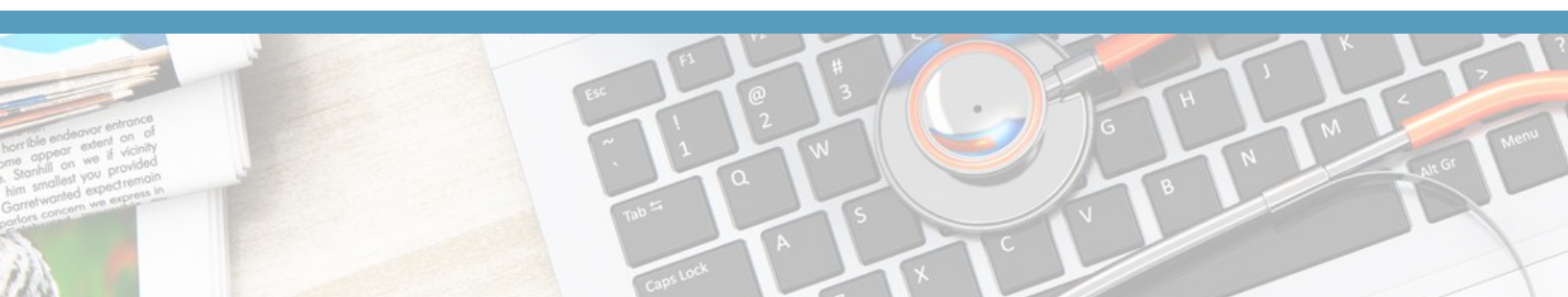
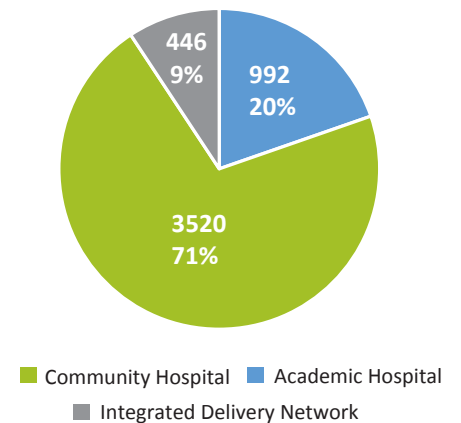
Exceptional Access across Responsibility Levels & Hospital Sizes



Comprehensive Functional Group Representation



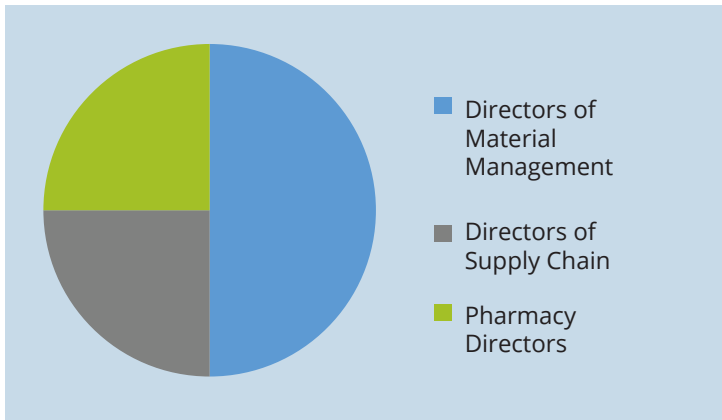
Hospital and Network Decision Makers



Qualitative Research Case Studies

Purchasing Patterns & Vendor Management

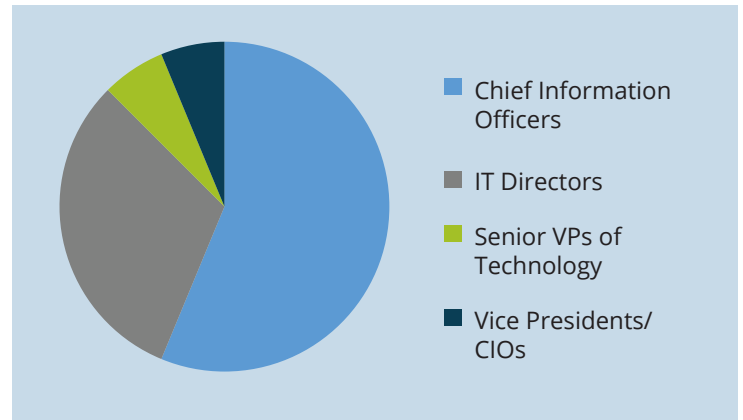
On behalf of a healthcare consultancy investigating purchasing patterns and vendor management for their client's category, we recruited and scheduled 20 hospital administrators for a 30-minute interview:



IT Business Needs

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

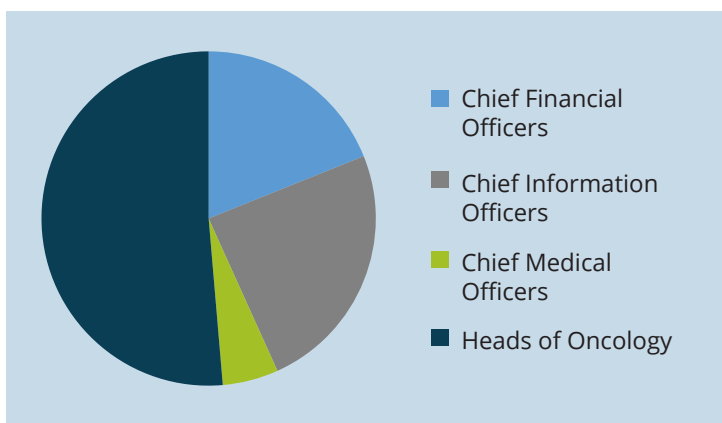
We recruited and scheduled 16 IT leaders and decision-makers for a 45-minute interview.



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.

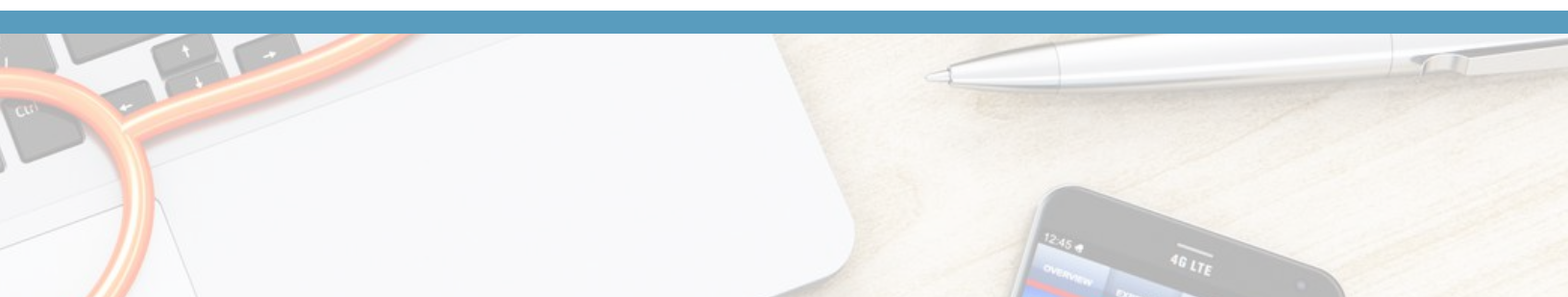
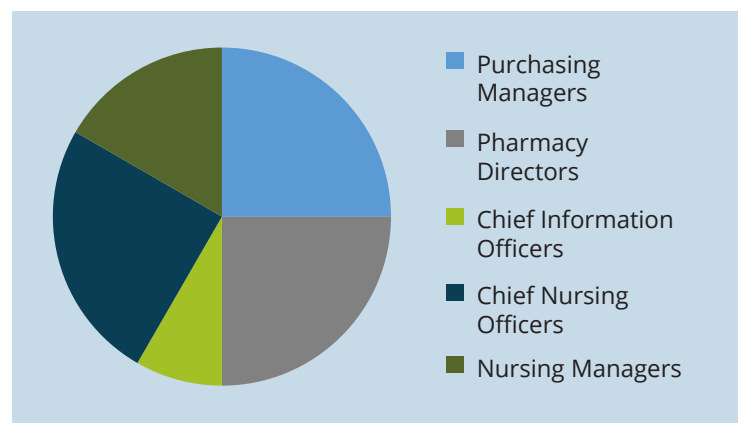
We recruited and scheduled a combination of 37 Heads of Oncology and Chief Information, Financial and Medical Officers for a 30-minute interview.



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.



Extensive Hospital Administration Reach

Titles / Responsibilities	
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.*

Unparalleled Access to the Healthcare Industry

Physicians & Surgeons

Allergy & Immunology
 Cardiology
 Cardiothoracic / Thoracic Surgery
 Cardiovascular Surgery
 Critical Care
 Dermatology
 Electrophysiology
 Emergency Medicine
 Endocrinology
 Family/General Practice
 Gastroenterology
 General Surgery
 Infectious Disease
 Internal Medicine
 Interventional Cardiology
 Nephrology
 Neurology
 Obstetrics & Gynecology
 Oncology
 Orthopedic Surgery
 Pain Management (Anesthesia)
 Pain Medicine
 Pediatrics
 Physical Medicine & Rehabilitation
 Plastic Surgery
 Pulmonology
 Psychiatry
 Rheumatology
 Transplant Physician
 Transplantation Surgery
 Urology
 Vascular Surgery

Pharmacists

Hospital Staff
 Retail Chain-National
 Retail Chain-Regional
 Retail Grocery
 Retail Independent
 Retail Mass Merchandiser

Eye Care

Glaucoma Specialist
 Ophthalmology
 Optician
 Optometry
 Retina Specialist



Payers

IDN Medical Director
 IDN Pharmacy Director
 MCO Medical Director
 MCO Pharmacy Director
 PBM Pharmacy Director

Allied Healthcare Professionals

Certified Diabetes Educator
 Infusion Nurse / Manager
 Licensed Practical Nurse
 Nurse Practitioner
 Office / Practice Manager
 Physician Assistant
 Podiatry
 Registered Nurse
 Registered Nurse Oncology
 Transplant Coordinator
 Dietitian

Pediatric Specialties

Child Neurology
 Child Psychiatry
 Neonatology
 Pediatric Cardiology
 Pediatric Endocrinology
 Pediatric Hematology / Oncology
 Pediatric Pulmonology