



# Hospital Administration Reach

50,000+ hospital administrators

Comprehensive department access

Targeting via hospital name, type & bed count

Qual, Quant and Quick-pulse solutions

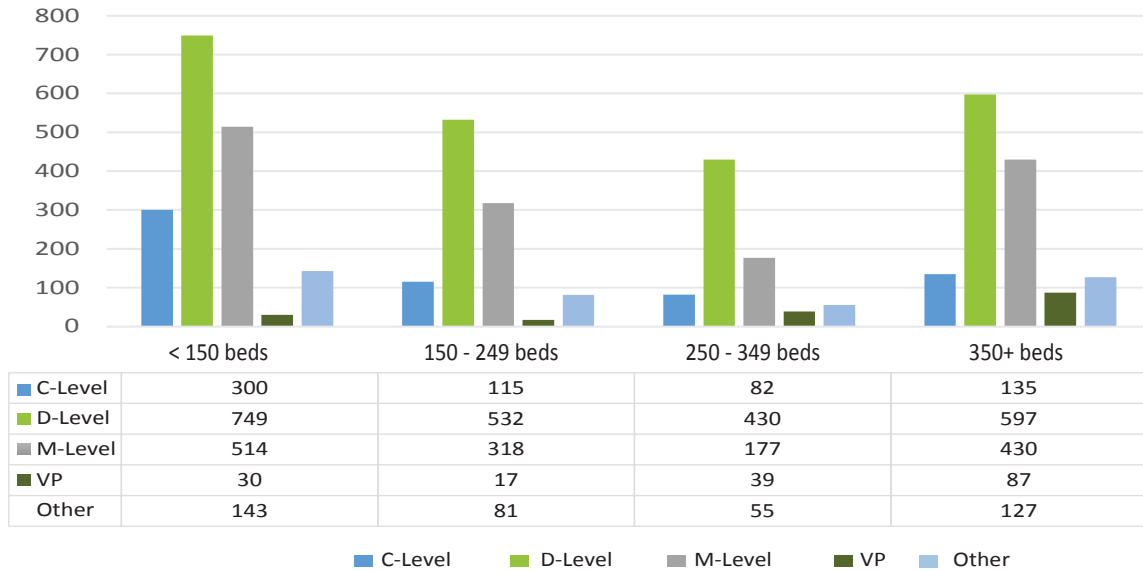
## Experience Reckner.

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

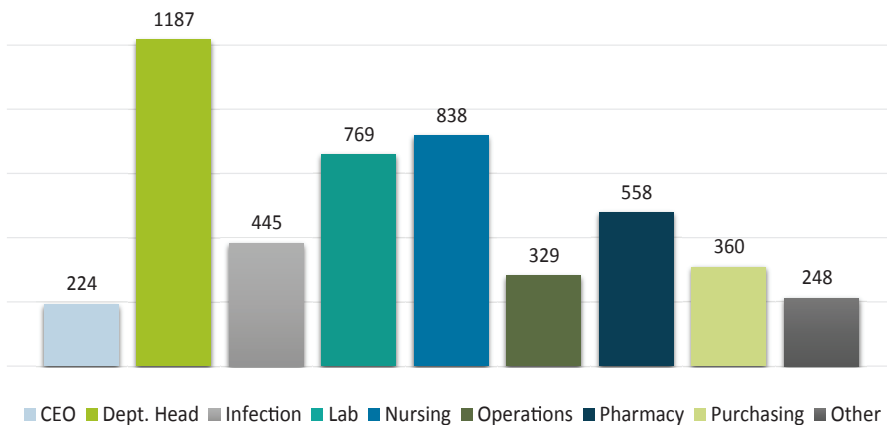
# Quantitative Research Case Study

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.

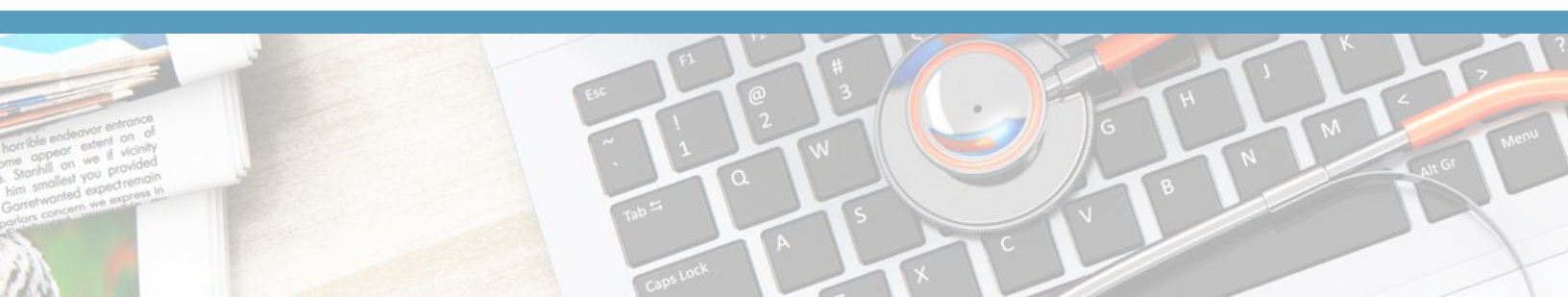
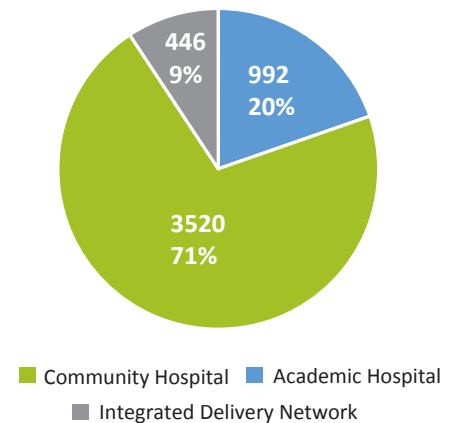
## Exceptional Access across Responsibility Levels & Hospital Sizes



## Comprehensive Functional Group Representation



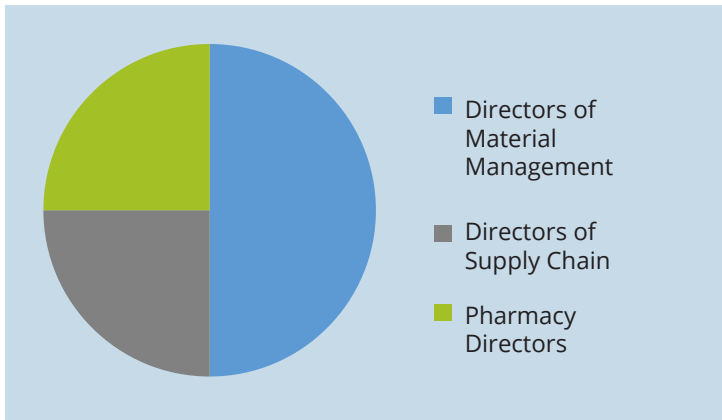
## Hospital and Network Decision Makers



# Qualitative Research Case Studies

## Purchasing Patterns & Vendor Management

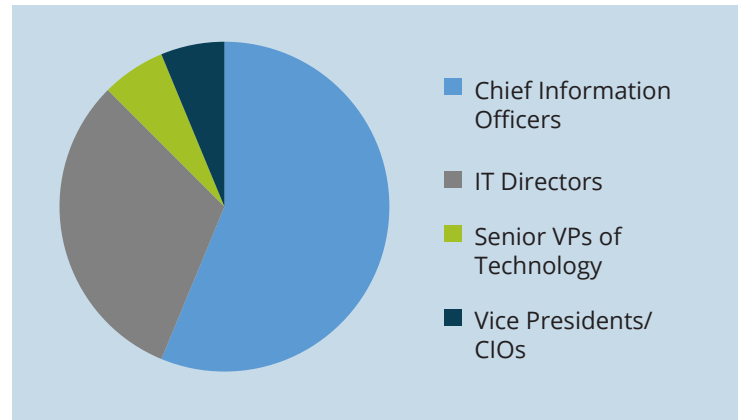
On behalf of a healthcare consultancy investigating purchasing patterns and vendor management for their client's category, we recruited and scheduled 20 hospital administrators for a 30-minute interview:



## IT Business Needs

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

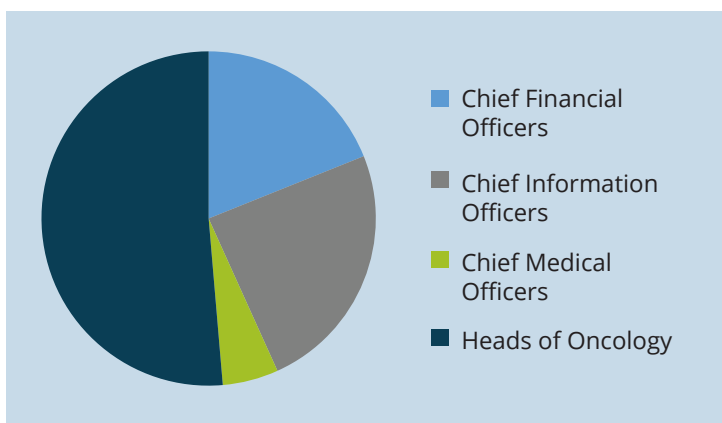
We recruited and scheduled 16 IT leaders and decision-makers for a 45-minute interview.



## 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.

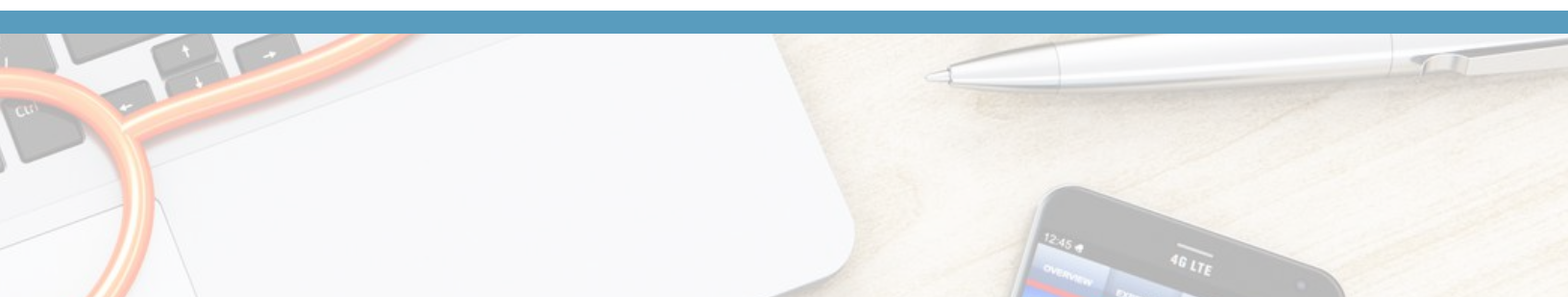
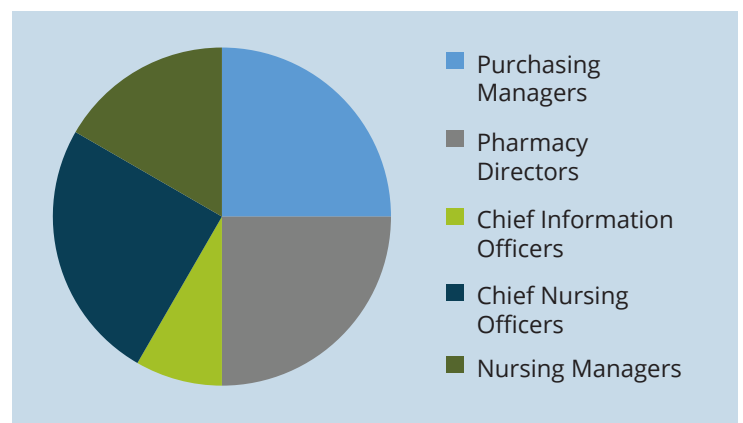
We recruited and scheduled a combination of 37 Heads of Oncology and Chief Information, Financial and Medical Officers for a 30-minute interview.



## 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