



IDC's IT Wallet Service *Specialty Coverage of Healthcare Industry*

In today's challenging market, IT vendors need to be able to sell smarter. This means having a more intimate understanding of buyers, their unique business challenges and objectives, as well as their overall IT purchasing behavior and priorities. *IDC's IT Wallet Service* arms specialty vendors targeting the **Healthcare Industry** with a tool that allows them to:

- Understand where, how, and on what healthcare providers are allocating their IT budgets
- Support sales and marketing organizations with the specific information needed to properly position their resources for maximum efficiency

Gain a Competitive Edge:

The *IT Wallet Service* provides vendors with an analysis of the top spenders on IT products and services, and examines how IT buying behavior differs by healthcare provider. The Wallet shows how the technology product mix differs by the largest providers within the healthcare industry, and provides a forecast of expected growth in spending. These insights provide vendors and suppliers with the information they need to best position and sell their products and services within the healthcare provider industry.

Service Benefits:

IDC's *IT Wallet* service provides spending estimates for more than 600 healthcare providers, allowing vendors to:

- Understand the specific IT buying behavior and strategies of their customers and partners in the healthcare industry, enabling more targeted sales and marketing plans for named accounts;
- Discover how much healthcare providers are spending on IT in the United States, enabling sales to allocate resources more effectively and;
- Tackle sales aggressively by identifying new prospective clients, and measure market share for existing customers.

2010 United States IT Wallet 2008 - 2010 Spend Estimates

ITC Spend (\$USD MM)

Region	United States			
HQ Country	(All)			
Subsidiary Industry	Healthcare Provider			
Public/Private	(All)			
DUNS Numbers	(All)			
Technology	(All)			
Parent Company	Subsidiary	Data		
		2008	2009	2010
Abbott Northwestern Hospital	Abbott Northwestern Hospital	-	-	-
Abington Memorial Hospital	Abington Memorial Hospital	-	-	-
Adventist Hinsdale Hospital	Adventist Hinsdale Hospital	-	-	-
Advocate Christ Medical Center	Advocate Christ Medical Center	-	-	-
Advocate Good Samaritan Hospital	Advocate Good Samaritan Hospital	-	-	-
Advocate Illinois Masonic Medical Center	Advocate Illinois Masonic Medical Center	-	-	-
Advocate Lutheran General Hospital	Advocate Lutheran General Hospital	-	-	-
Aetna Inc.	Aetna Inc.	-	-	-
Akron City Hospital	Akron City Hospital	-	-	-
Akron General Medical Center	Akron General Medical Center	-	-	-
Albany Medical Center	Albany Medical Center	-	-	-
Albert Einstein Medical Center	Albert Einstein Medical Center	-	-	-
Alexian Brothers Medical Center	Alexian Brothers Medical Center	-	-	-
Allegheny General Hospital	Allegheny General Hospital	-	-	-
Alta Bates Summit Medical Center	Alta Bates Summit Medical Center - Alta Bates Campus	-	-	-
	Alta Bates Summit Medical Center - Summit Campus	-	-	-
Altoona Hospital	Altoona Hospital	-	-	-
AMN Healthcare Services Inc.	AMN Healthcare Services Inc.	-	-	-
Anaheim Memorial Medical Center	Anaheim Memorial Medical Center	-	-	-
AnMed Health	AnMed Health	-	-	-
Antelope Valley Hospital	Antelope Valley Hospital	-	-	-
Apria Healthcare Group Inc.	Apria Healthcare Group Inc.	-	-	-
Ardent Health Services LLC	Ardent Health Services LLC	-	-	-
Arrowhead Regional Medical Center	Arrowhead Regional Medical Center	-	-	-
Atlanta Medical Center	Atlanta Medical Center	-	-	-

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