

# Health Care IT Forum

## What is it?

Providers, payers, and consumers are demanding new IT-enabled competencies in health care. IT solutions and service providers have an opportunity to continue to expand their reach, but only if they can identify the needs, determine how their product meets those needs, and clearly communicate that to stakeholders.

# 70+

The number Health Care IT Forum members we currently serve

## What to Listen For

IT solutions; interoperability; IT vendor; meaningful use; telemedicine; mobility; EHR/EMR; HIPAA; mobile health

## The Details

**Launch Date:** 1992

**Average Cost:** \$30,000

**Audience:** Health care IT companies: VP Sales, VP Business Development, Chief Marketing Officer, VP Marketing

## What is Unique?

- We have a wide variety of IT vendors in the membership
- Serve them best through a variety of expert PAs, Sales Transformation resources, such as targeting profiles and Sales Crashers, and value assessment tools (e.g., Product Value Analysis white paper)
- Typical challenges include articulating their value proposition, growing their pipeline, and wanting to get different “buyers” (e.g., Post-acute care, direct to consumers or payers)

## How to Start the Conversation

### **If the member is an IT vendor:**

- What challenges are you facing when it comes to business success in the next year? [e.g., we can help with Sales Crashers, PVA whitepaper, access to experts, building relationships with providers at national meetings]
- Have you encountered any challenges when it comes to creating a highly effective sales or commercial team? (e.g., we can help train their new hires and existing staff in hospitals/health realities/environment)
- What challenges are you facing when it comes to selling your product or telling your story to prospects?
- How have you seen your sales process change? What new stakeholders are involved?

## Related Products

Health Care IT Advisor, Population Health Advisor, Health Care Advisory Board