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NEW GAME, NEW RULES – WHAT THE NEW HEALTHCARE IT DECISION- MAKING PROCESS MEANS FOR MARKETERS

66 percent of healthcare providers review IT purchases against new criteria based on their ability to support accountable care

Alexandria, Va., April 7, 2016 – [300Brand](#), a strategic holding company that manages a portfolio of media and marketing services companies, today announced the results of its new report, [“Time to Double Down: How to Beat the Odds in a New Era of Health IT Marketing.”](#) The study, underwritten by 11mark and O’Keeffe & Company, explores the power shift in health IT decision making and what it means for marketing and public relations (PR) programs.

Accountable care is changing the IT evaluation process – 66 percent of healthcare providers review IT purchases against new criteria based on their ability to support accountable care. In fact, 63 percent have modified governance processes for IT decision making in response to accountable care requirements. Rather than focusing solely on resolving an organization’s issue, marketers should keep this holistic approach in mind as execs are selecting new health IT.

In the past, CIOs held all the cards; now, stakeholders ante up as more health IT decisions are tossed on the table. Fifty-eight percent of respondents say today’s IT purchases are influenced by more stakeholder groups than two years ago. And, not all stakeholders are in IT roles – eight percent of healthcare IT execs say they are not always involved in IT decisions.

With new players at the table, IT decision factors also change. Seventy-two percent of IT execs and 78 percent of non-IT respondents listed security as an important decision factor, which is higher than two years ago. Additionally, 42 percent of non-IT executives agreed “user-friendly tech” is another important factor.

“Health IT decision factors are shifting,” says Nicole Burdette, Principal, 11mark. “To play a winning hand, marketers need to consider new roles influencing decision making and messages that will resonate – including security, integration, and ease of use.”

With the shifting balance of power, marketers need to change their programs – from messaging to tactics – to have a winning hand. The report finds 96 percent of healthcare providers say information that speaks to a current challenge and offers a solution is likely to get their attention, and 89 percent agree that third-party research is very or somewhat influential.

“Healthcare providers are drawn to information sources that deliver insight into solution relevance and performance,” says Mary Tobin, Account Director, O’Keeffe & Company. “Make sure to do your homework: listen to the execs, understand the organization, and tailor to their needs. That’s how you hit the jackpot.”

The “Time to Double Down: How to Beat the Odds in a New Era of Health IT Marketing” report is based on an online survey of 100 healthcare IT and non-IT managers from organizations with at least 50 staffed patient beds in February 2016. The report has a margin of error of $\pm 9.78\%$ at a 95% confidence level. To download the full study, please visit: <http://healthitinsights.com/double-down>.

About 11mark

11mark delivers new ideas and creative programs to help tech brands explain who they are, what they do, and how to stand out from the competition. Our job is to amplify your success. To learn more, view our website at www.11mark.com and connect on Twitter @11markagency.

About O’Keeffe & Company

Founded on the belief that traditional agencies in the technology space lack real insight into the specifics of its clients’ marketing challenges, O’Keeffe & Company is a full-service marketing communications firm focused on delivering results for leading business-to-business and business-to-government IT&T clients. Headquartered in Alexandria, Virginia, O’Keeffe & Company maintains offices in Atlanta, New Orleans, New York, Philadelphia, Portland, Providence, and Rochester. For additional information, please visit: www.okco.com.