

# himss Analytics<sup>®</sup>

Enabling better health  
through information  
and technology



## Healthcare Information and Management Systems Society (HIMSS)

HIMSS is a global, cause-based, not-for-profit organization focused on better health through information technology (IT). HIMSS leads efforts to optimize health engagements and care outcomes using information technology.



**HIMSS** Europe

**HIMSS** Analytics<sup>®</sup>

**HIMSS** Media



HIMSS Conferences,  
Corp Membership,  
Thought Leadership,  
Communities



Maturity Models,  
LOGIC<sup>™</sup>, Insights &  
Research



Marketing Arm, Healthcare  
IT News, Local Forums,  
Content Creation &  
Syndication

# Uniquely Positioned to Deliver Actionable Intelligence



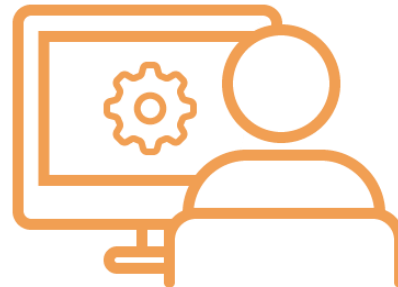
## Healthcare's Most Comprehensive Market Intelligence Resources & Advisory Solutions



**Healthcare Organization  
Benchmarking**



**Health IT  
Market Intelligence**



**Health IT  
Insight & Research**





**HIMSS** *Analytics*

Healthcare Organization  
Benchmarking  
Maturity Models

# **himss** Analytics<sup>®</sup> Healthcare Organization Benchmarking

We drive the health IT market  
in the direction it needs to go



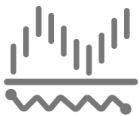
**EMRAM**

EMR Adoption Model



**O-EMRAM**

Outpatient EMR Adoption Model



**AMAM**

Analytics Maturity Adoption Model



**CCMM**

Continuity of Care Maturity Model



**DIAM**

Digital Imaging Adoption Model



**Certified Consultant**

More To Come

Improved  
Patient Care  
and Health IT  
Insights

## Help healthcare providers progress through the HIMSS Analytics Maturity Models



**In-depth education on HIMSS Analytics Maturity Models**



**Certified Consultant seal**




**Access to HIMSS Analytics subject matter experts**



**News and updates to help you succeed**

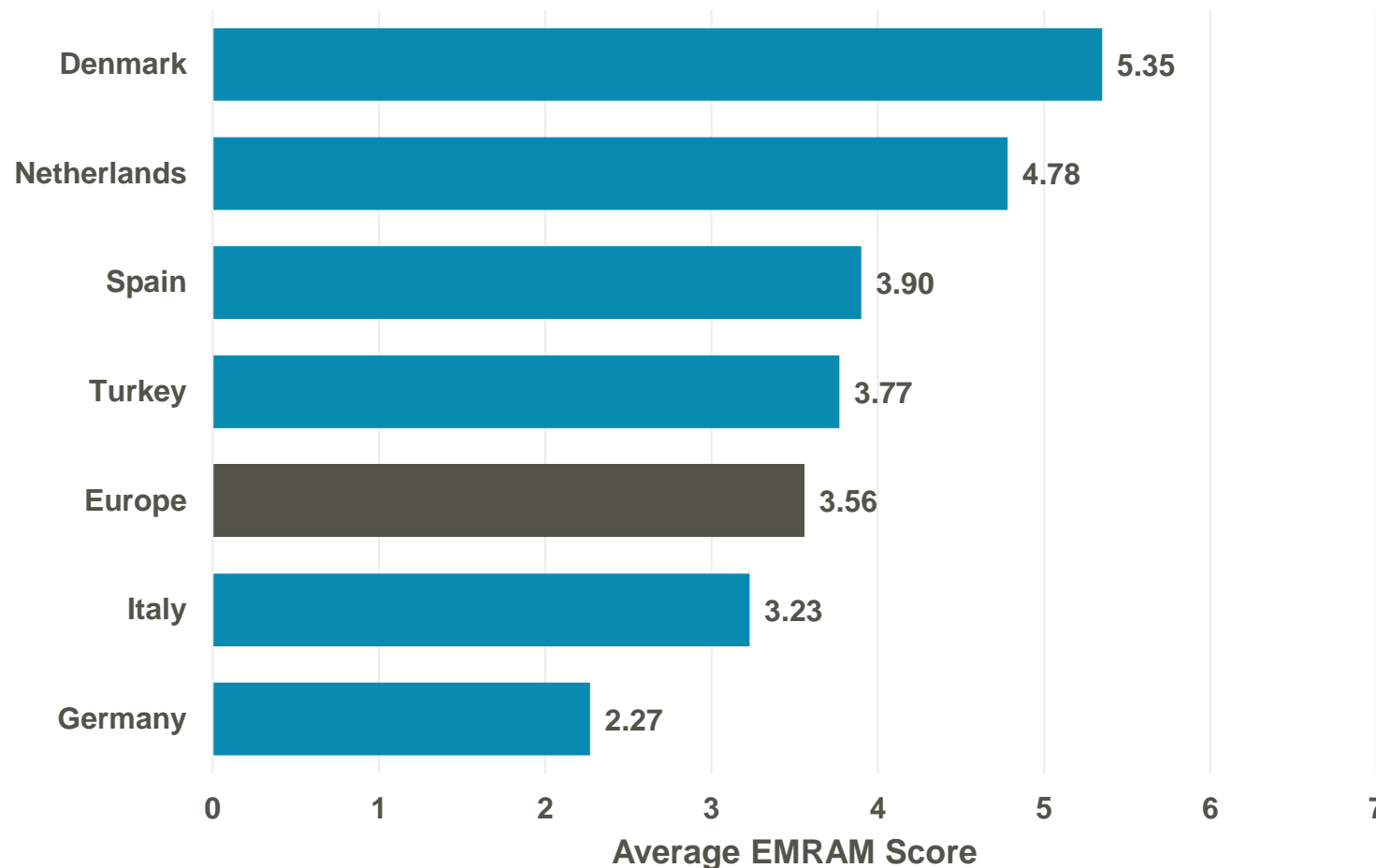
**Leverage the strength of the HIMSS Analytics Maturity Models to help your clients achieve better outcomes.**

- ❖ International standard to assess EMR maturity in hospitals, 8 stages (0-7)
- ❖ Objective: Improve care outcomes, patient safety and efficiency through the use of information and technology

ÉTAPE	 EMR Adoption Model - Capacité Cumulée
7	Dossier patient électronique (DME) complet; Échange externe de données de santé; Capacités d'analyse avancées, gouvernance des technologies de l'information, reprise après sinistre, protection et sécurité des données
6	Administration de médicaments, des produits sanguins et du lait maternel assistée électroniquement; Aide à la décision clinique basée sur la documentation médicale; Rapports sur les risques informatiques
5	Documentation du médecin structurée; Protection contre les cyberattaques (logiciels et dispositifs)
4	Système de saisie électronique des ordonnances par les médecins (SEOM) avec aide à la décision clinique; Documentation en grande partie complète sur les soins et thérapies électroniques; Plan de continuité des affaires
3	Documentation de soins infirmiers et professionnels paramédicaux; Dossier électronique de l'administration des médicaments (eMAR); Droits d'accès basés sur les rôles
2	Dossier patient électronique (DME); Interopérabilité interne; Fonctionnalités de base en sécurité informatique
1	Systèmes d'information pour laboratoires, radiologie/cardiologie et pharmacie; PACS; Gestion numérique des images non-DICOM
0	Les systèmes d'information pour le laboratoire, la radiologie/cardiologie et la pharmacie ne sont pas installés ou les données ne peuvent pas être traitées électroniquement



Cross Country EMRAM Score Distribution



# Himss Analytics<sup>®</sup> EMRAM Stage 6 / 7 Awards - Europe

Austria	1
Belgium	2
Denmark	1
Germany	2
Ireland	1
Italy	6
Netherlands	4
Norway	1
Portugal	2
Russia	1
Slovenia	1
Spain	8
Switzerland	1
Turkey	164
United Kingdom	3
<b>TOTAL:</b>	<b>197</b>



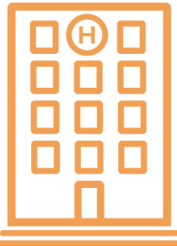
(data from October 16, 2018)



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# Health IT Market Intelligence

# Logic™



## GLOBAL ACCESS

7,348 Health Systems  
15,047 Hospitals  
1,060+ ACOs, 460+ HIEs  
460 Data Centers  
6,000+ Post-Acute Facilities  
280,500+ Practices



## DETAILS ON

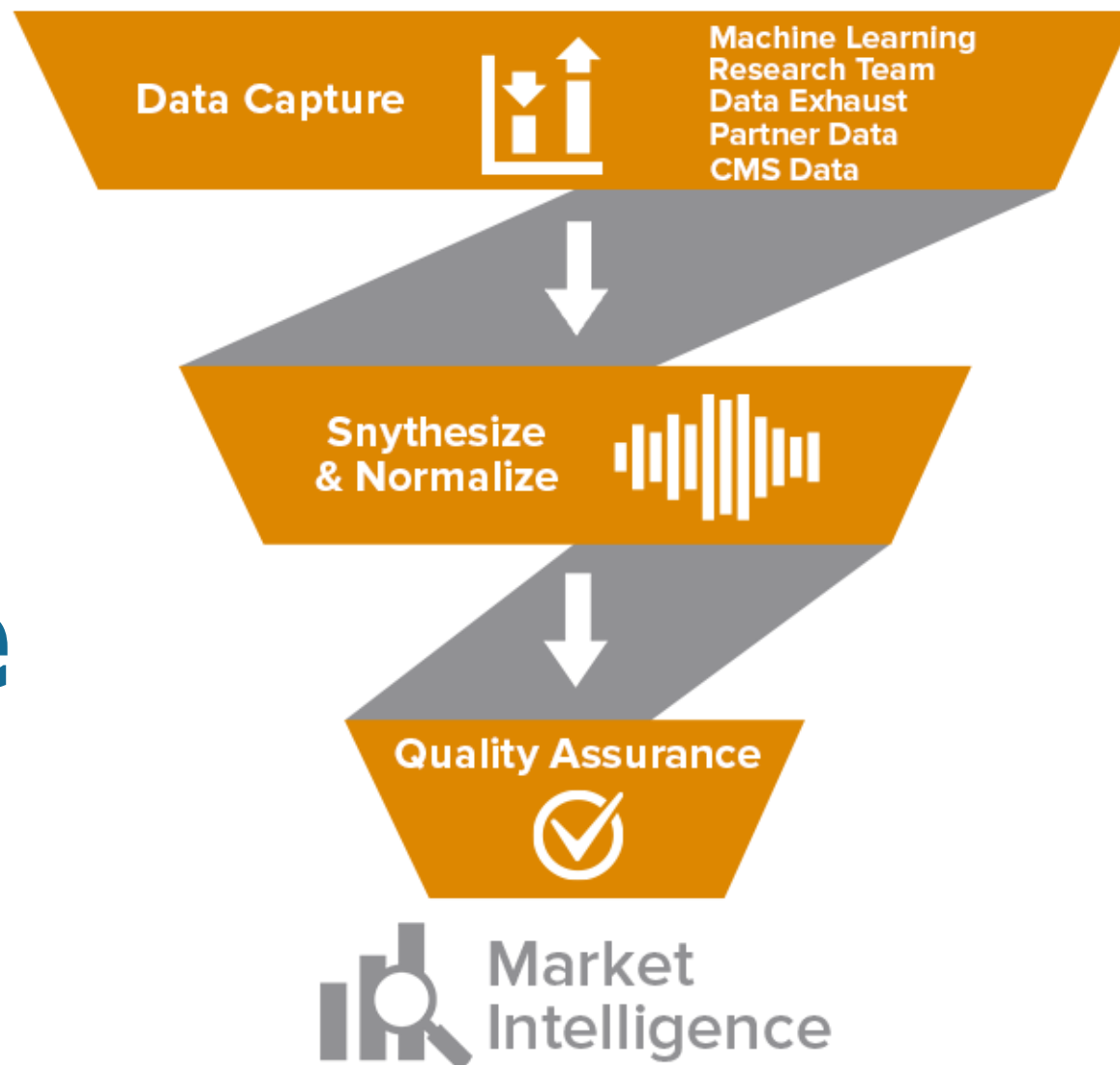
Pre-RFP Buying Intent  
871,630 Technology Installations  
Employee & Patient Volume  
Financial Balance Sheets  
IT Budgets



## REGIONS

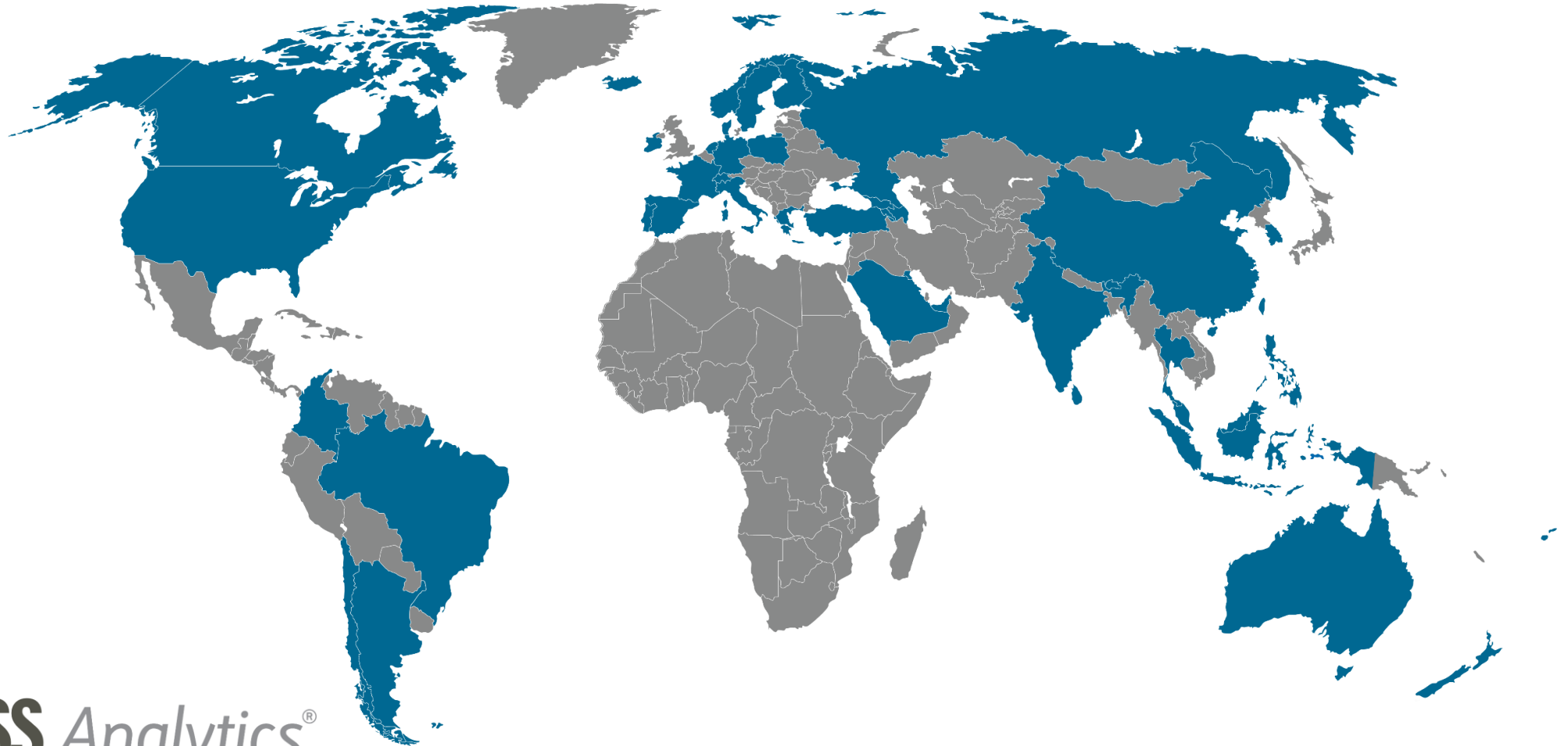
United States  
Canada  
Central/South America  
Europe  
Middle East  
Asia

## Creating Market Intelligence



# Logic™ Global Health IT Data Coverage

Details on nearly 380,000 organizations in 47 countries





**himss** *Analytics*

Health IT Insights & Research

## MARKET INSIGHT



**ACCESS HEALTH IT  
DECISION MAKERS**

### MARKET STRATEGY

Comprehensive go-to-market strategy based on target, timing, and budget.



### VOICE OF CUSTOMER

Survey and interview stakeholders to shape strategic product decisions.



### PRODUCT POSITIONING

Define the product attributes most important to your target audience.



### CONSUMER INSIGHTS

Deep analysis of the wants, needs, motivations of your target audience.



### PRICING SENSITIVITY

Understand how buyers value your product or service backed by data and insight.



### BRAND POSITIONING

Explore and define your value proposition for highest impact.



### AUDIENCE IDENTIFICATION

Pinpoint demographics and behaviors of your target audience.



### MARKET OPPORTUNITY

Identify the needs, opportunities, and obstacles in the industry today.





### Objectives



- Continuous evaluation of trends and issues in the European eHealth sector: 2 – 4 survey waves per year, with both varying and recurring topics
- Provide insights into current and desired states of eHealth in Europe
- Enable discussions within the European eHealth community

### Study design



- Structured quantitative online survey
- Time-to-complete is < 5 min
- Participation via personal email invitation or via public link on [www.himss.eu](http://www.himss.eu) and other channels

### Target audience and participants



- eHealth professionals from several European countries, especially:
- IT staff, administrative staff, and clinicians from health facilities (e.g. CIO's, CEO's, Physicians, Nurses)
  - Professionals from health-IT related software and consulting companies
  - Professionals from other eHealth related sectors (e.g. health authorities, research, journalism)
- Number of participants: approx. 300 – 500 per survey wave

### Survey period



- Typical field time: Approx. 2 months



# Questions





# THANK YOU

**Ana Torres**

Director Strategic Accounts

HIMSS Analytics

Europe and Latin America

[atorres@himssanalytics.eu](mailto:atorres@himssanalytics.eu)

**Better knowledge. Better analysis. Better decisions.**

**himss** *Analytics*<sup>®</sup>