

HFMA Health System Purchase Plans 2023

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What if you knew in advance what health system executives were planning in 2023?

For instance:

- What if you knew the purchasing decisions that health system executives were prioritizing for the next 18 months?
- The most important thing vendors must do to get a contract over the finish line?
- How health system buyers view bolt-on versus EMR technology?

That's the kind of actionable intel you'll find in this groundbreaking research study conducted by HFMA and Eliciting Insights. Full of valuable insights that can shape your product roadmap, hone your sales and marketing strategy, and a whole lot more.

From finance to patient access to the revenue cycle backend – and everything in between – we've uncovered the top priorities of buyers today.

Whether you sell to health systems, or are an investor, our study will provide you with the knowledge and insights you need to make more informed decisions and stay ahead of your competition.

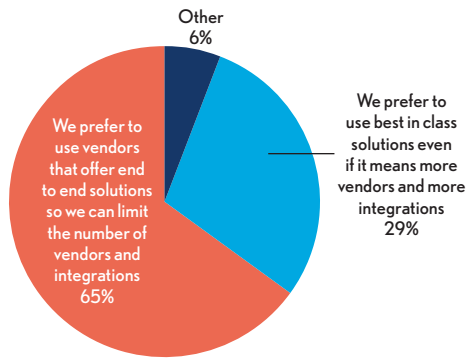
The Health System Purchasing Plans Report 2023 will help you plot your go-to-market strategies and customize your sales playbook, it will have an immediate impact on your efforts to identify new market opportunities, refine your value proposition, and tailor your marketing messages.

Health System Purchasing Plans 2023 is available for purchase on HFMA website or [Elicitinginsights.com/market-studies](https://elicitinginsights.com/market-studies). Contact info@elicitinginsights.com for more information.

*Companies currently Peer Reviewed by HFMA will receive a copy of the study at no charge.

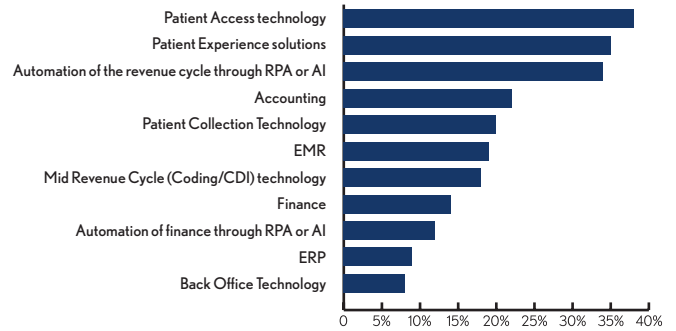
Sample Insights:

Vendor Preferences



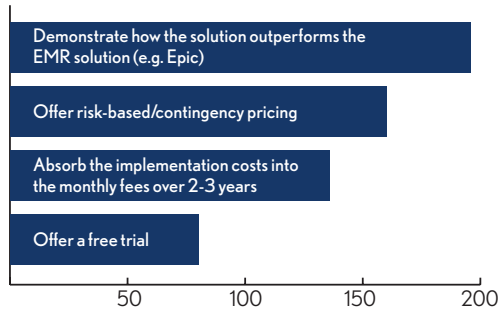
Nearly 1/3 of health systems surveyed prefer to use a best in class solution, even if it means more integrations. 33% of all Epic clients prefer a best-in-class solution.

Over the next 12-18 months, which of the following areas do C-suite executives have plans to increase investment through the addition of new solutions?



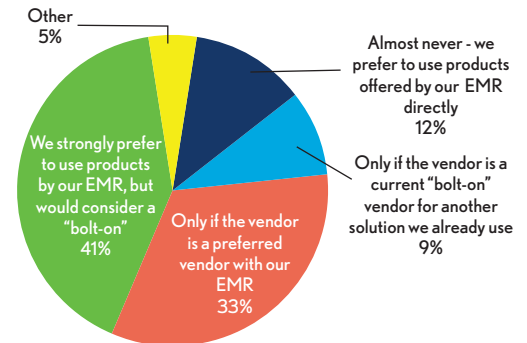
The top areas C-suite executives plan to invest in are: Patient Access technology, Patient Experience solutions and Automation of the revenue cycle.

If a vendor presents a solution that has significant ROI, and has the support of the RCM or Finance team, what can the vendor do to help get the solution in place?



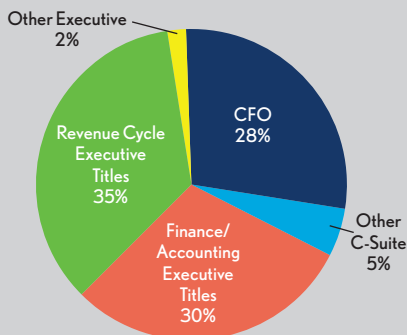
>60% executives surveyed believe the most important thing a vendor must do to get a contract over the finish line is prove they add significant value over the existing EMR solution(s).

In what scenario would you consider a "bolt-on" type vendor for a new RCM or Finance technology solution?



41% of executives prefer to use technology offered by their EMR, but would consider a "bolt-on"; just 12% of hospitals would not consider a bolt-on vendor.

Responses by Title



Methodology

Eliciting Insights and HFMA conducted a survey of HFMA members in May 2023. 321 health system executives provided extensive feedback about vendor selection and purchasing priorities.

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