

# *HIT Buyer's Survey*

*January 2024*



# *Research Overview*

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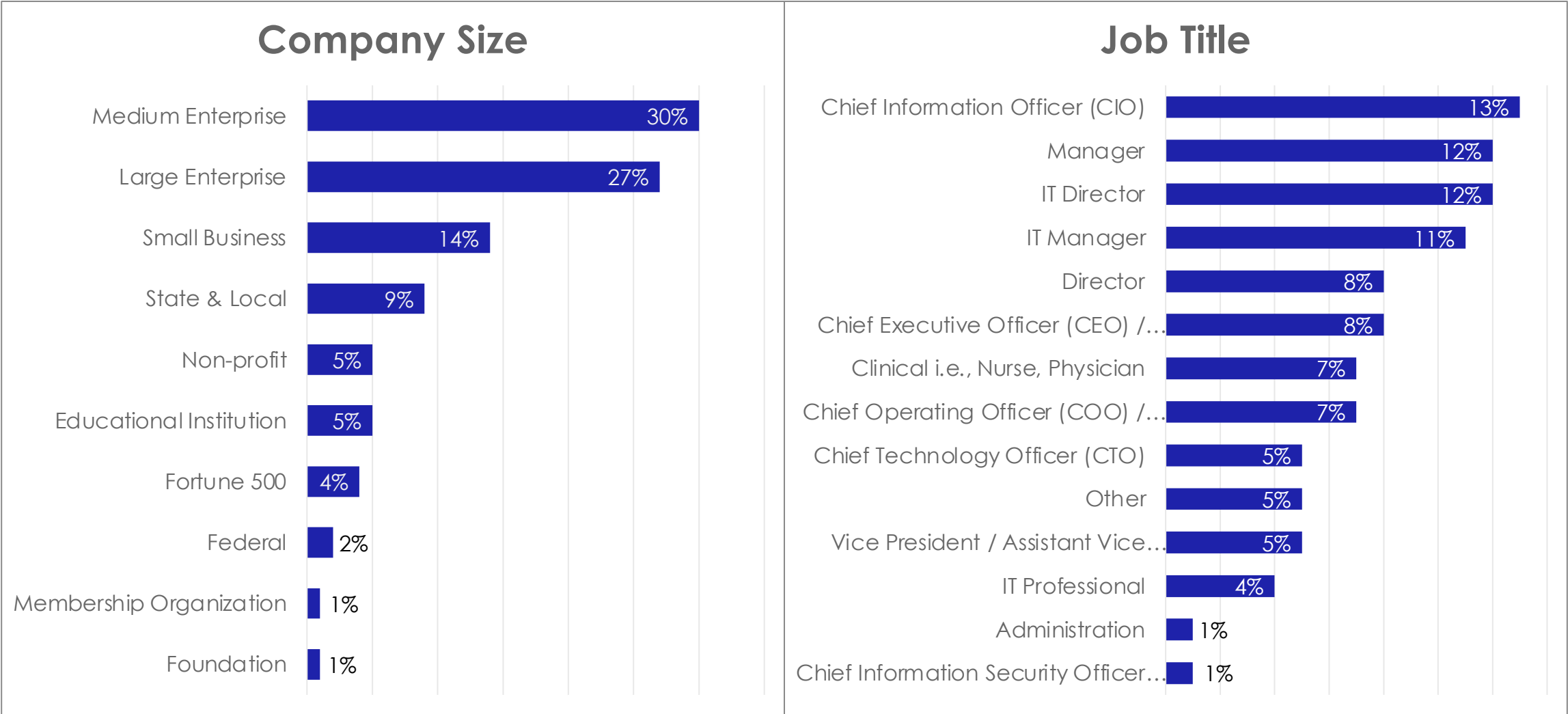
HIMSS fielded this research in December 2023. The research was conducted to understand the buying journey specific to healthcare technology including:

- Identifying and validating the roles and functions of the stakeholders involved (Buyer Collective)
- How many people are involved in the decision-making process?
- What is the typical technology investment lifecycle
- What are the content needs when researching a potential technology vendor

## ***Methodology***

- The sample includes 86 individual responses from the HIMSS enterprise audience
- The survey was conducted leveraging a trusted 3<sup>rd</sup> party validation platform
- HIMSS was identified as the sponsor of this research

# Demographic Profile



# Demographic Profile



81%

A primary decision maker or part of a group making decisions or have significant involvement in and/or influence over decisions



*Top 6*  
(64%)

1. Chief Information Officer (CIO)
2. Manager
3. IT Director
4. IT Manager
5. Director
6. Chief Executive Officer (CEO) / President

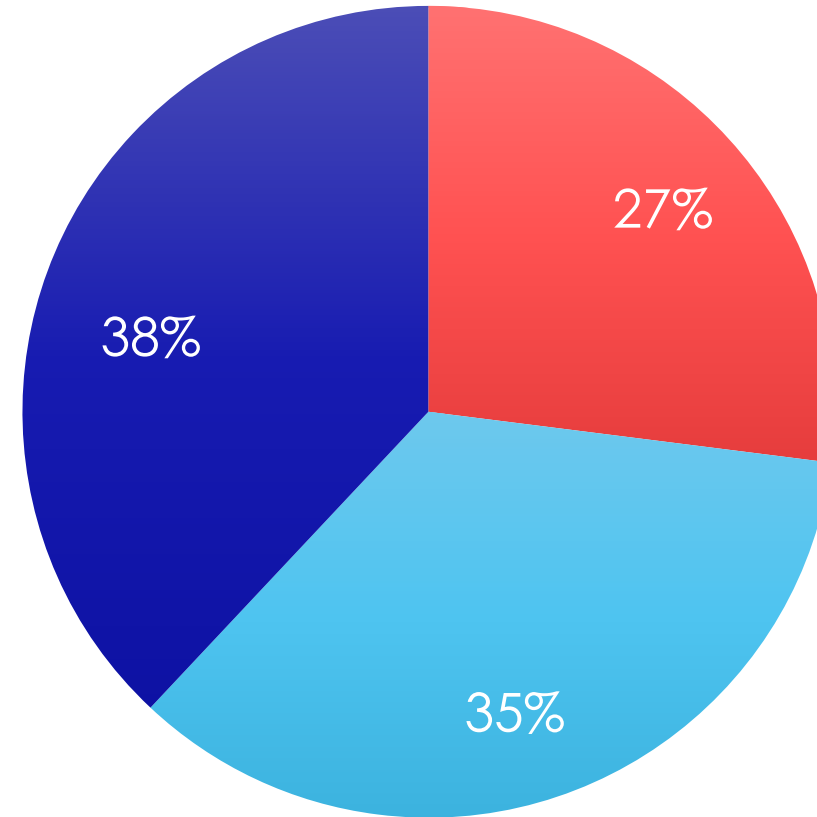


# *Detailed Findings*

# ***The Buyer Collective is Comprised of Many Influencers***

How many people are involved in the decision-making process, when it comes to purchasing new or updated technology?

- 6-in-10 organizations report 5 or more people are part of the technology buying process
- 27% of organizations report that 10 or more people are involved in the decision-making process

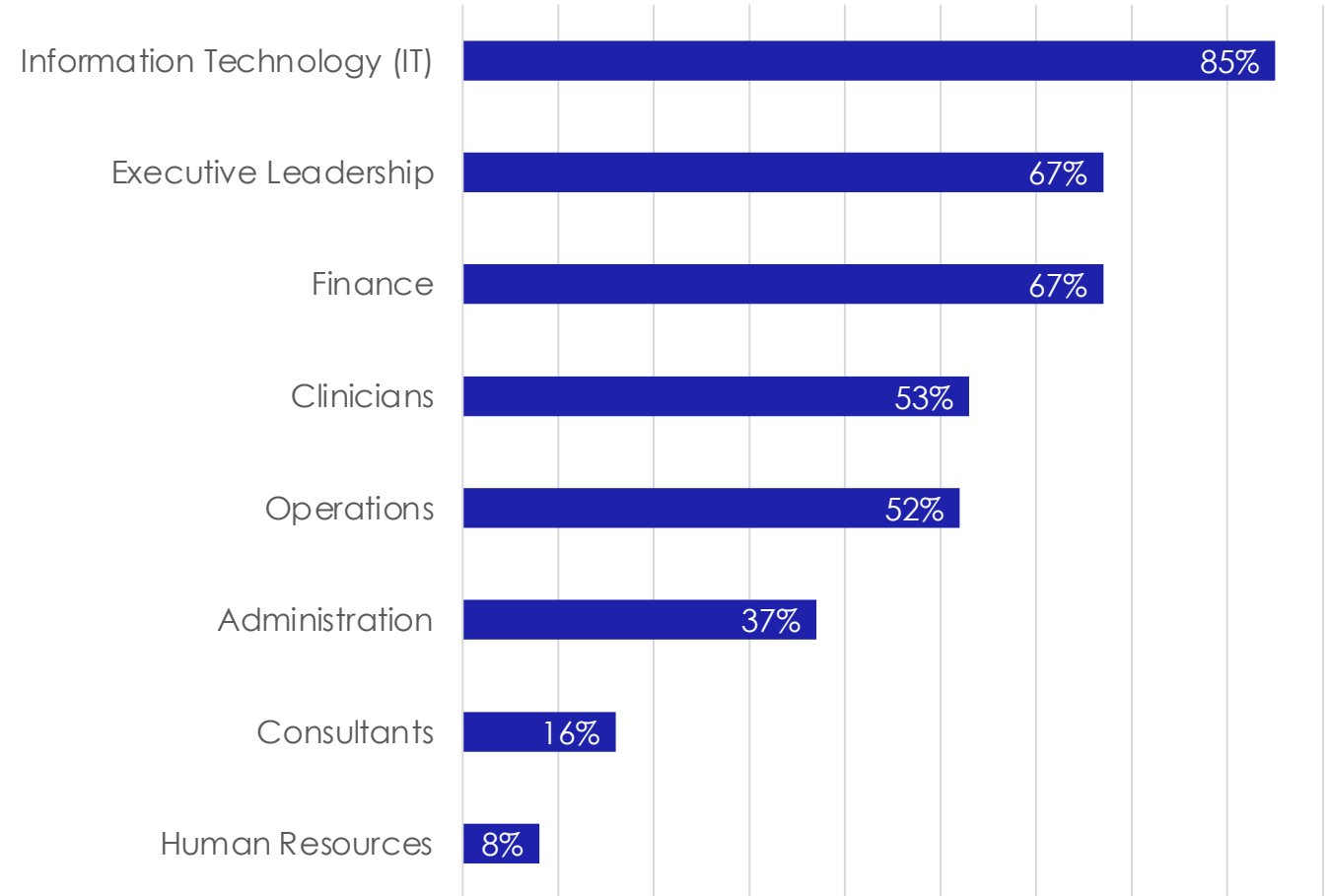


■ 10 or more people   ■ Between 5 - 9 people   ■ Less than 5 people

# Buying Team Complexity Remains

- Multiple stakeholders across a variety of functions participate in the buying process
- While IT leads the way, different functions and roles play a big part in tech buying decisions

What functions / roles play a part in your technology buying decisions in your organization?

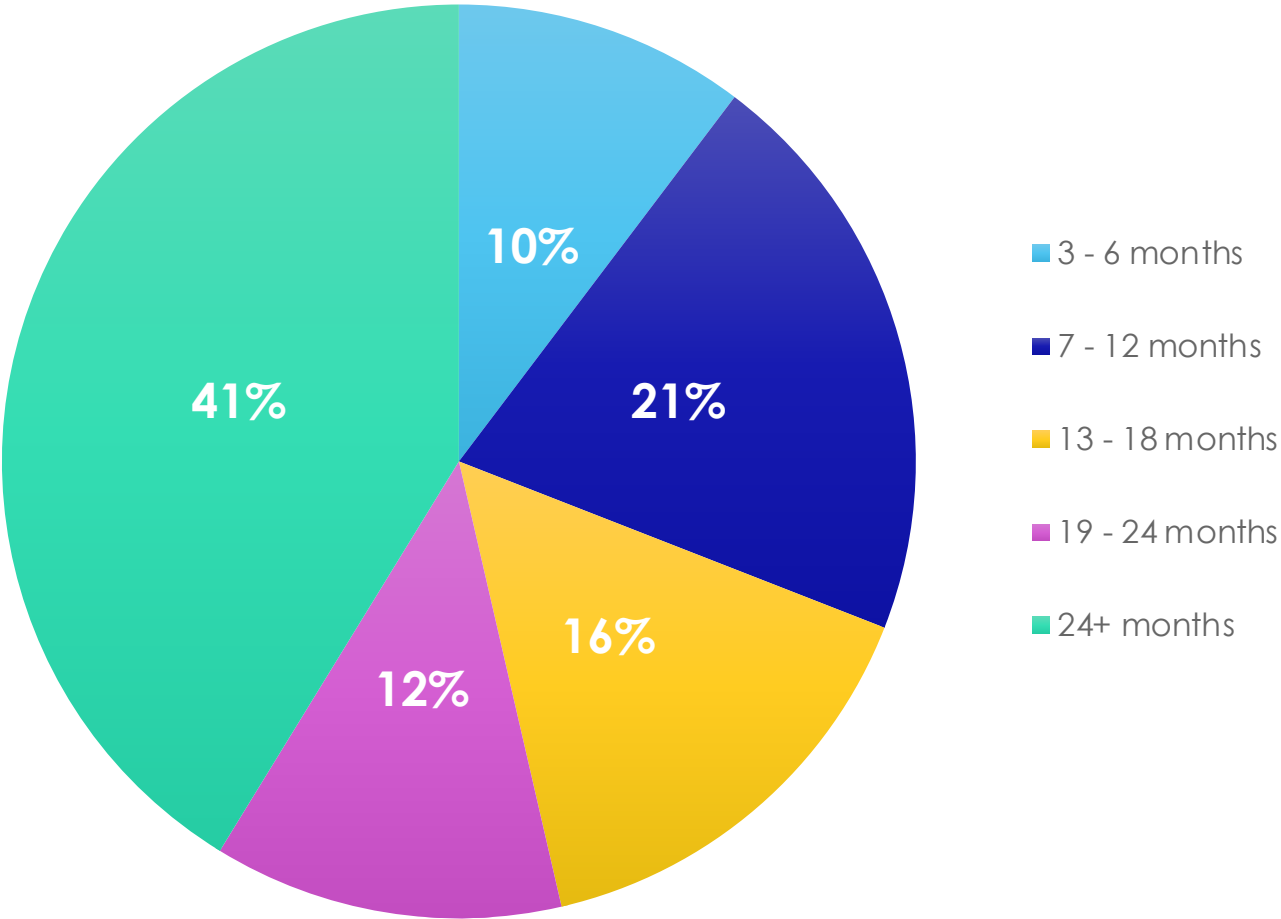




# Length of Buying Cycle for Technology Investments Remains High

How long is your typical technology investment lifecycle?

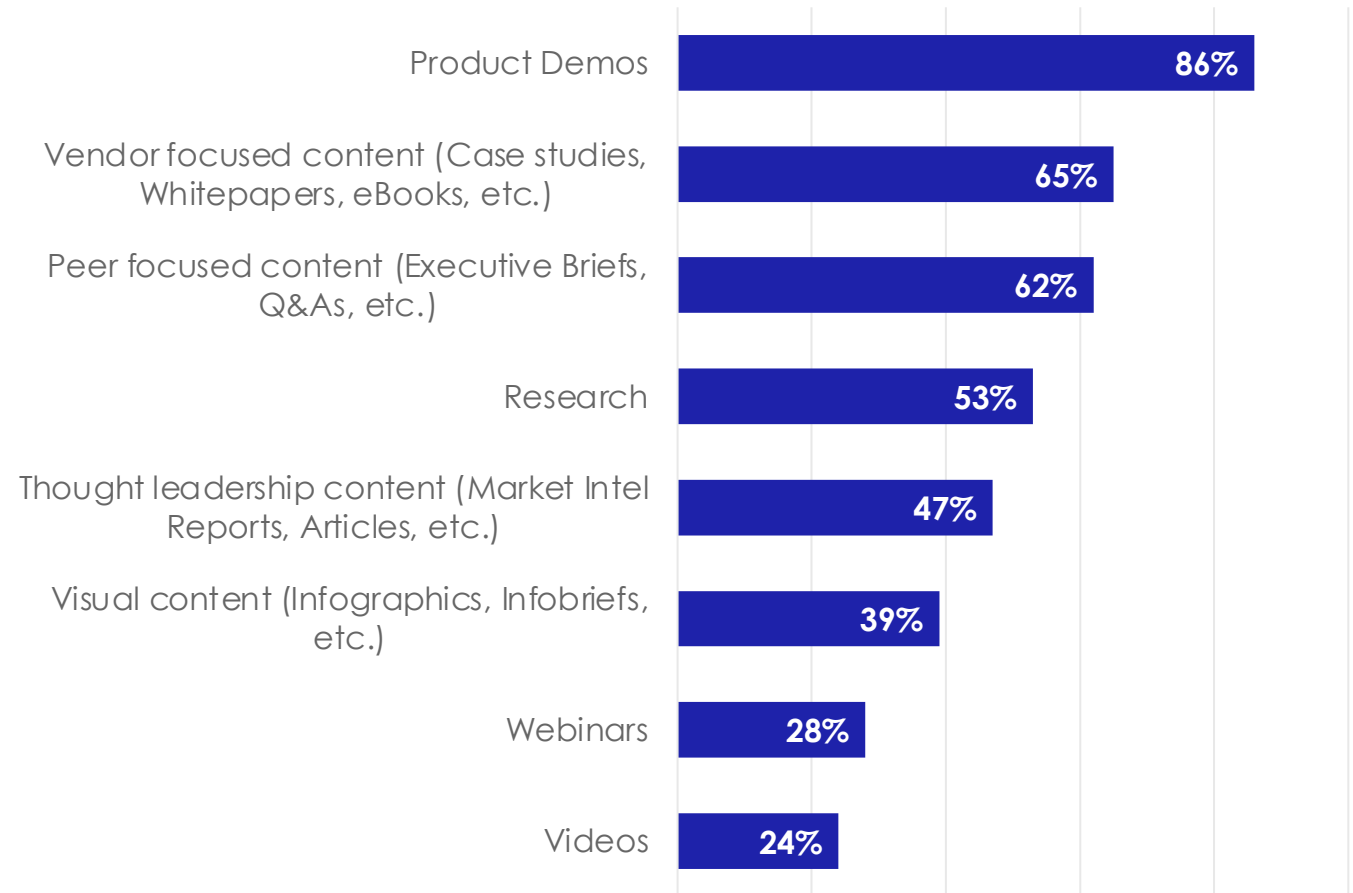
- 69% of organizations report that the typical technology investment lifecycle takes 13+ months
- Over 40% of companies have a 24+ month cycle



# Different Types of Content are Important Throughout the Buyer's Journey

What types of content are important to you when researching a potential technology vendor(s)?

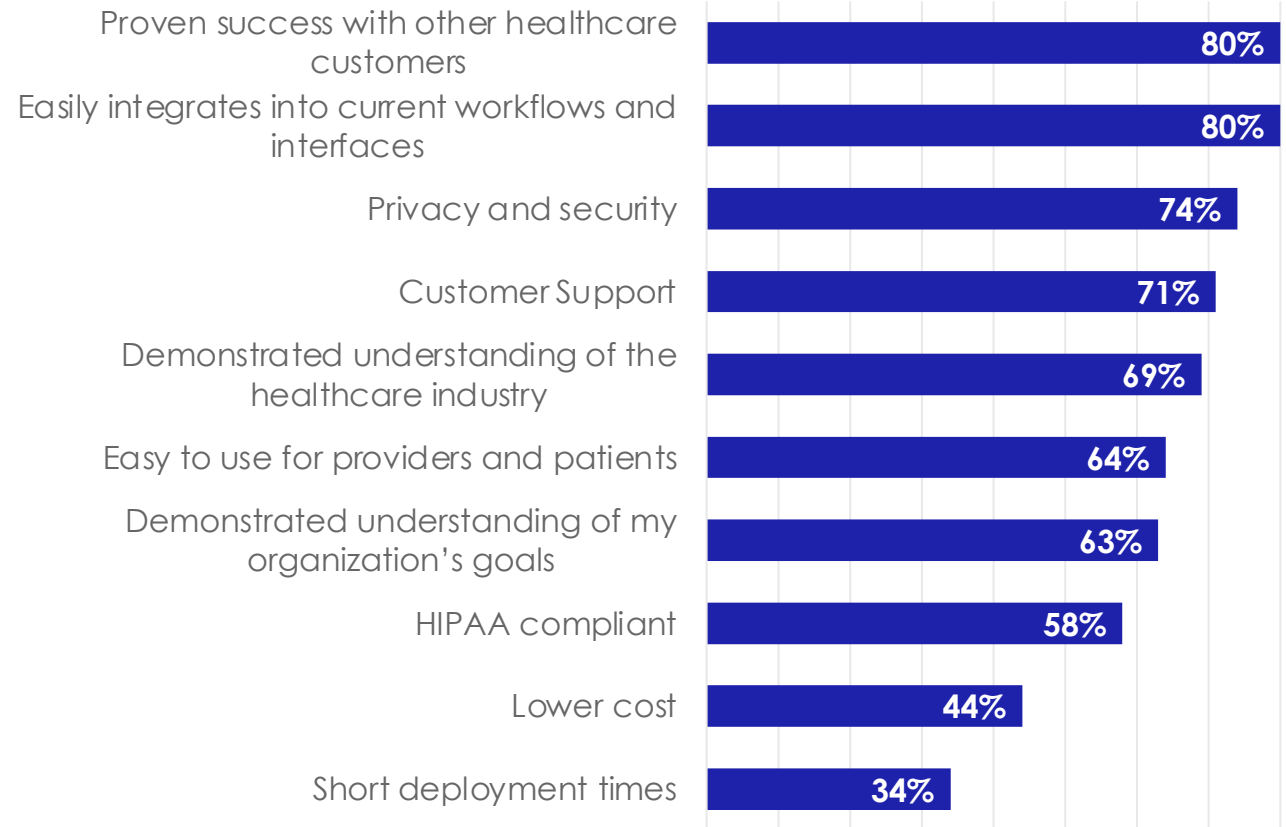
- 86% report that product demos are important to them when researching a potential technology vendor
- Vendor and Peer focused content still rank high in importance
- Reverse marketing funnel



# Proven Success, Interoperability and Privacy & Security are Key to Making the Short List

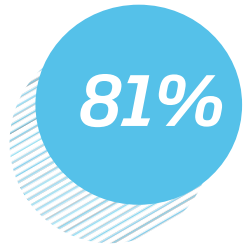
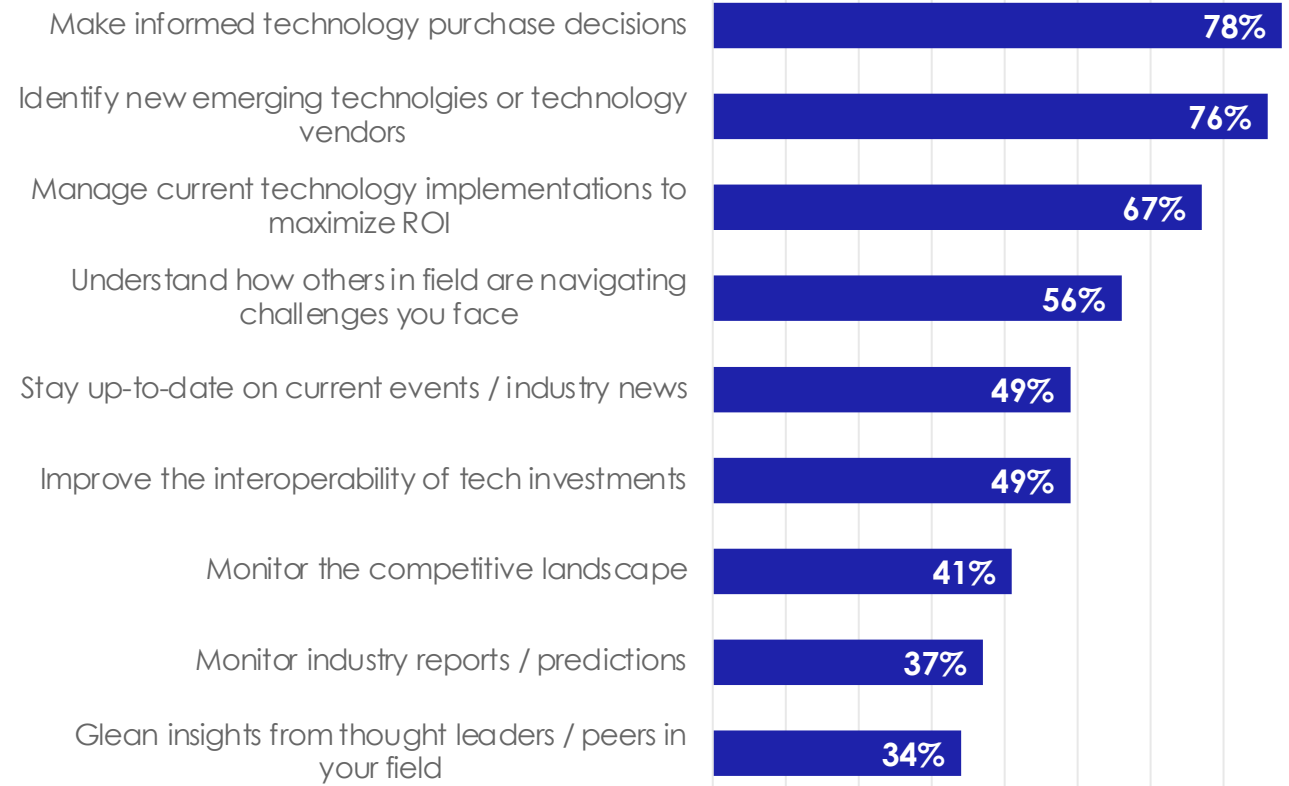
What are the most important factors when selecting a technology vendor?

- Proven success and Interoperability top the list of most important factors
- Customer Support ranks #4 (dropping one spot from 2023) in the most important factors
- Lower cost and shorter deployment times are still low on the priority list



# Content Drives Purchasing Decisions for the Buyer Collective

How do you use healthcare technology-related information or content to help you succeed at your job?



A primary decision maker or part of a group making decisions or have significant involvement in and/or influence over decisions



Content helps make informed technology purchase decisions

\*66% in 2023

# *Your Website is Crucial in Marketing Efforts; In-Person Events are Back Strong*

## Top 3 Information Sources

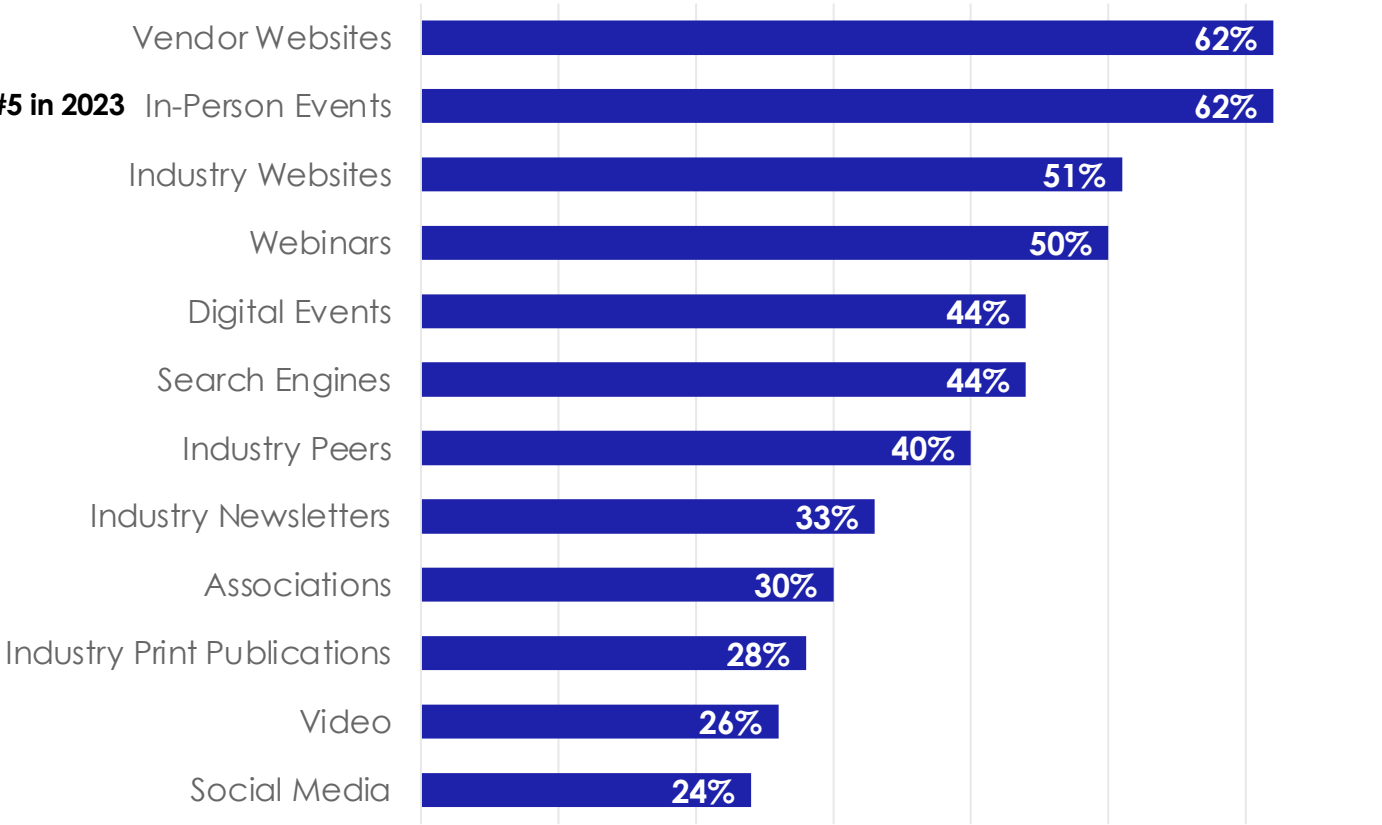
**1** Websites

**2** Events

**3** Webinars

↑ Up from #5 in 2023

In the past 12 months, which did you use, view, or attend to research vendor information?

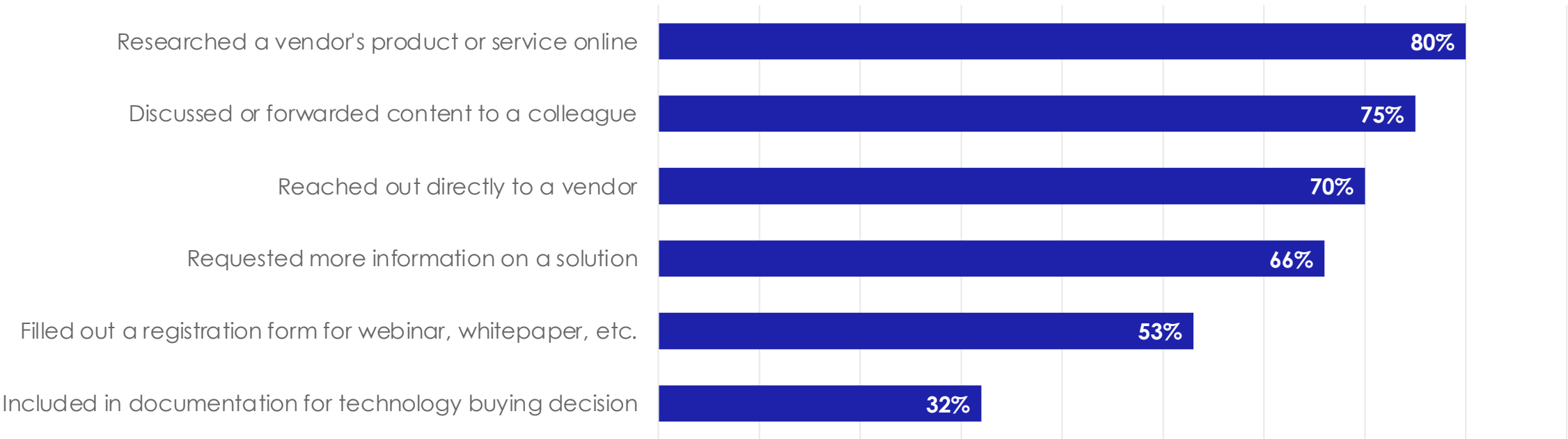


# Valuable Content Drives Action



Respondents took action in the last 6 months after finding valuable healthcare technology-related information or content

Which have you done in last 6 months after finding valuable healthcare technology-related information or content?

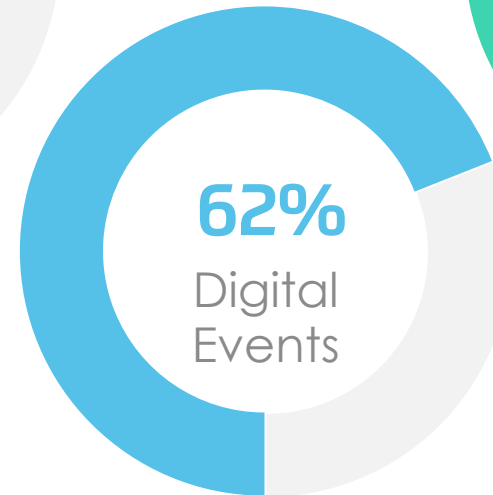
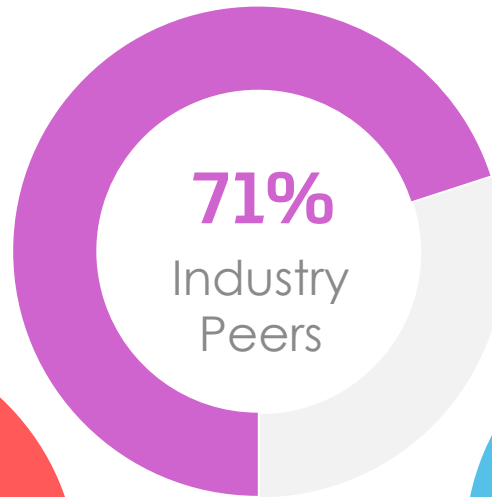
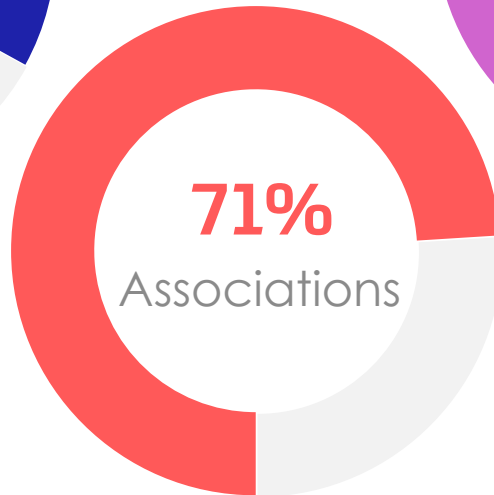
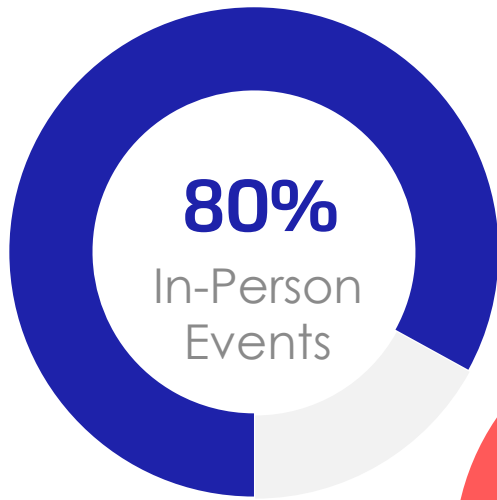


# Interactive and Industry Platforms are Trusted Most

How trustworthy do you believe each of the following sources to be?

Top 5 **Extremely or Very Trustworthy** Answers Represented

↑ Up from #4 in 2023



40% - Industry Websites  
39% - Industry Newsletters

# Key Takeaways

1

## ***The buyer collective in healthcare IT remains complex***

6-in-10 organizations report 5 or more people are part of the technology buying process. 27% of organizations report that there are 10 or more people involved in the decision-making process across a variety of functions.

2

## ***The Length of Buying Cycle for Technology Investments Remains High***

67% report that the typical technology investment lifecycle takes 13+ months. Over 50% of those companies said it is 19+ months.

3

## ***Different Types of Content are Important Throughout the Buyer's Journey***

86% of respondents said that Product Demos are important to them when researching a potential technology vendor followed by Vendor-focused content (Case studies, Whitepapers, eBooks, etc.) Peer-focused content (Executive Briefs, Q&As, etc.) and Research.

4

## ***Proven Success and Interoperability are Top for Making the Short List***

Both proven success (80%) and Interoperability (80%) were at the top of the list as the most important factors when selecting a technology vendor. Privacy and Security and Customer Support closely follow.

5

## ***Inform the Buyer Collective across Interactive and Industry Platforms***

Providing access to content and information across trusted platforms will drive action amongst the buyer collective to help them make purchasing decisions.



# *Thank You*

For more information please contact:

**Matthew Carollo**

Senior Manager, Sales Enablement

[mcarollo@himss.org](mailto:mcarollo@himss.org)

