



2016

**CLINICAL
ANALYTICS FOR
POPULATION HEALTH
MANAGEMENT**

MARKET TRENDS REPORT



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Chilmark Research is a global research and advisory firm whose sole focus is the market for healthcare IT solutions. This focus allows us to provide our clients with the most in-depth and accurate research on the critical technology and adoption trends occurring throughout the healthcare sector. Areas of current research focus include among others: Clinician Network Management, Cloud-computing Models for Healthcare, IT-enabled Accountable Care Organizations, Care Coordination, Adoption of Mobile Technology and Consumer-facing Health and Wellness Applications and Services.

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APPENDIX 1: SCOPE AND METHODOLOGY

To compile this report, Chilmark Research combined extensive primary and secondary research techniques to create a composite profile for each vendor. Primary research was divided into two distinct steps, beginning with soliciting targeted vendors for their involvement in the research. Of the vendors profiled in this report, only Optum and Verisk declined to participate. Rather than omit these two important vendors, or perform only the standard secondary research, we were able to gather data on these companies through interviews with HCOs, competitors, and former employees.

We asked participating vendors to complete a detailed questionnaire whose purpose was to collect qualitative and quantitative information about the company and the markets it serves. Questions included among others: 2015 revenue and projected 2016 revenue, number of employees, primary market, number of healthcare entities currently using its solution, and more in-depth questions regarding solution features and functions. As this is still an immature market, many vendors were reluctant to share some metrics regarding their business for competitive reasons. In such situations, we provide estimates based on knowledge of the market, common operational metrics, and a vendor's overall position in the market.

Upon receiving the completed questionnaire, we conducted a follow-up interview with each vendor. These in-depth telephone interviews typically lasted 60 minutes and were used to clarify responses to the questionnaire. This portion of the research effort also focused on topics that cannot easily be captured within the context of a written questionnaire including competitive positioning, product roadmap, partnership strategy, and which solution features are most attractive to prospective customers.

Chilmark Research performed a final analysis of the vendors via secondary research and telephone interviews with end users and consultants that have advised on, deployed, or used a vendor's system. This information was compiled to provide the in-depth reviews and ratings of the profiled vendors. Prior to publication, all vendors were given an opportunity to review their profile narratives (not rankings) for fact checking. Their comments and feedback were considered and where relevant, incorporated into the final profile narratives.

In compiling this extensive report, Chilmark Research maintained absolute objectivity throughout the entire research process (sometimes to a vendor's chagrin) and it is our sincere hope that this report brings greater clarity to this developing market.



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