HealthLeaders Media | Intelligence

Healthcare IT Buzz Survey

January 2012

HealthLeaders Media

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About the HealthLeaders Media Intelligence Unit

The HealthLeaders Media Intelligence Unit, a division of HealthLeaders Media, is the premier source for executive healthcare business research. It provides analysis and forecasts through digital platforms, printed publications, custom reports, white papers, conferences, roundtables, peer networking opportunities, and presentations for senior management.

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Objective

The HealthLeaders Media Intelligence Unit surveyed senior healthcare leaders to assess their views on their organization's IT operating budgets and capital spending and if they meet their current and future needs.

Methodology

- The 2012 Healthcare IT Buzz Study was conducted by the HealthLeaders Media Intelligence Unit, powered by the HealthLeaders Media Council.

- The HealthLeaders Media Council comprises executives from healthcare provider organizations who collectively deliver the most unbiased industry intelligence available.

- In January 2012, an online survey was sent to the HealthLeaders Media Council.

- A total of 113 completed surveys are included in the analysis.

- The margin of error for a sample size of 113 is +/- 9.2% at the 95% confidence interval.

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Respondent Profile

Respondent Profile – Title
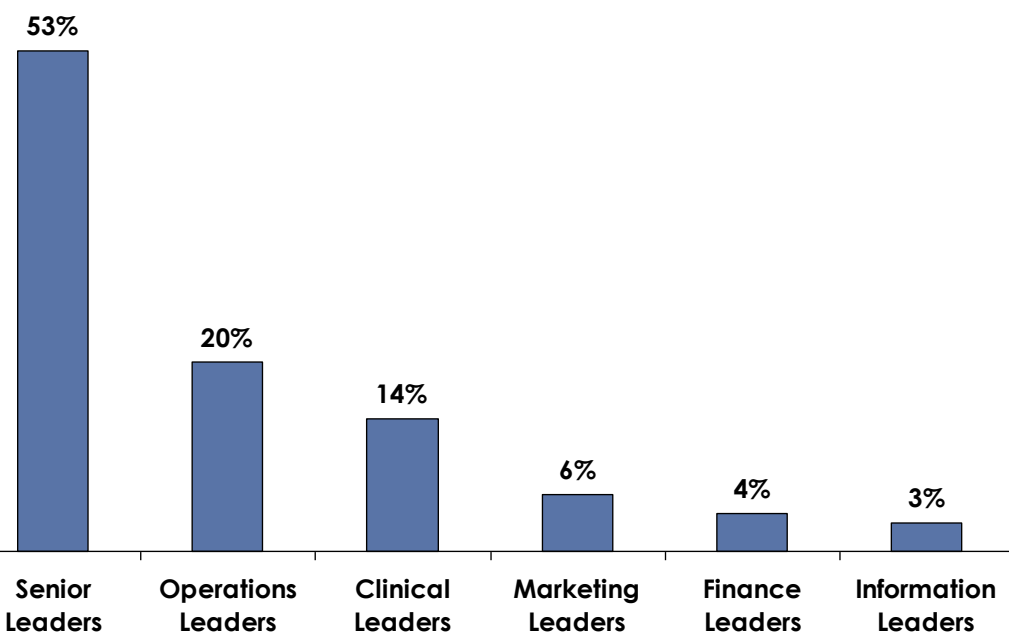
Base = 113

Senior leaders

Administrator, Chief Executive Officer, Chief Financial Officer, Chief Information Officer, Chief Medical Officer, Chief of Staff, Chief Operations Officer, Executive Dir., Partner, Board Member, President, Principal Owner

Operations leaders

Chief Compliance Officer, Chief Purchasing Officer, Asst. Administrator, Chief Counsel, Dir. of Patient Safety, Dir. of Purchasing, Dir. of Quality, Dir. of Safety, VP/Dir. Compliance, VP/Dir. Human Resources, VP/Dir. Operations/Administration, Other VP

Clinical leaders

Chief of Cardiology, Chief of Neurology, Chief of Oncology, Chief of Orthopedics, Chief of Radiology, Chief Nursing Officer, Dir. of Ambulatory Services, Dir. of Clinical Services, Dir. of Emergency Services, Dir. of Inpatient Services, Dir. of Intensive Care Services, Dir. of Nursing, Dir. of Rehabilitation Services, Service Line Director, Dir. of Surgical/Perioperative Services, Medical Director, VP Clinical Informatics, VP Clinical Quality, VP Clinical Services, VP Medical Affairs (Physician Mgmt/MD), VP Nursing

Marketing Leaders

VP/Dir. Marketing, VP/Dir. Media Relations Management

Finance leaders

VP/Dir. Finance, HIM Director, Director of Case Management, Director of Patient Financial Services, Director of RAC, Director of Reimbursement, Director of Revenue Cycle

Information leaders

Chief Medical Information Officer, Chief Technology Officer, VP/Dir. Technology/MIS/IT

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Respondent Profile – Type of Organization

	Percent
Health system	**31%**
Hospital	**30%**
Physician organization	**20%**
Long-term care / SNF	**8%**
Health Plan / Insurer	**4%**
Ancillary, Allied Provider	**4%**
Government, Education / Academic	**2%**
Base = 113	

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Survey Results

IT Budget as Percentage of Operating Revenue

Which best describes your current IT budget as a percentage of overall operating revenue?

Less than 1%	1% to 3%	4% to 6%	7% to 10%	11% to 15%	16% or more	Don't know
3%	20%	26%	14%	8%	8%	21%

Base = 113

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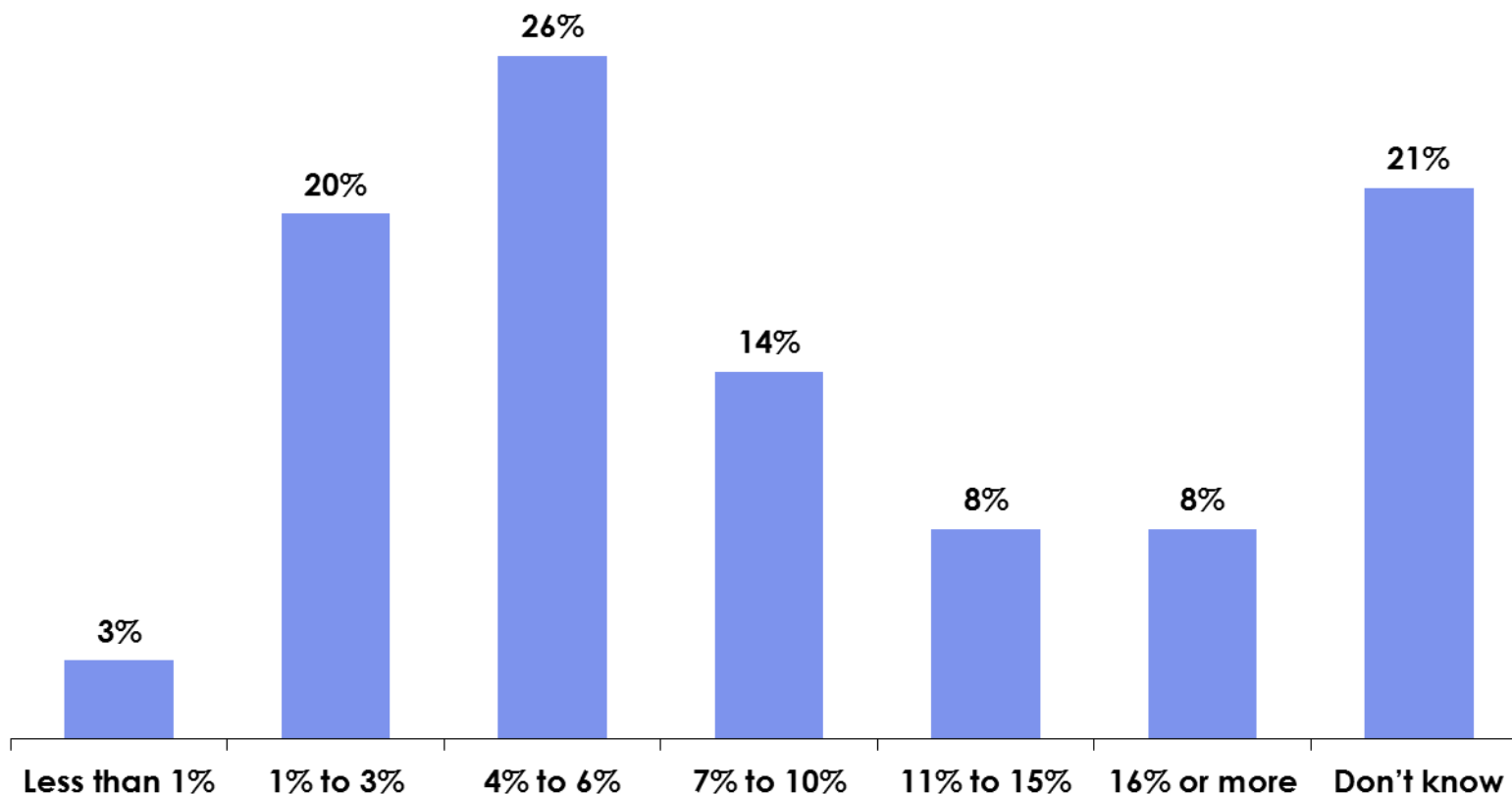
IT Budget as Percentage of Operating Revenue that would meet organization's needs

Which best describes your current IT budget as a percentage of overall operating revenue that would adequately meet your organization's needs?


Bar chart values:
- Less than 1%: 1%
- 1% to 3%: 14%
- 4% to 6%: 21%
- 7% to 10%: 15%
- 11% to 15%: 15%
- 16% or more: 12%
- Don't know: 21%

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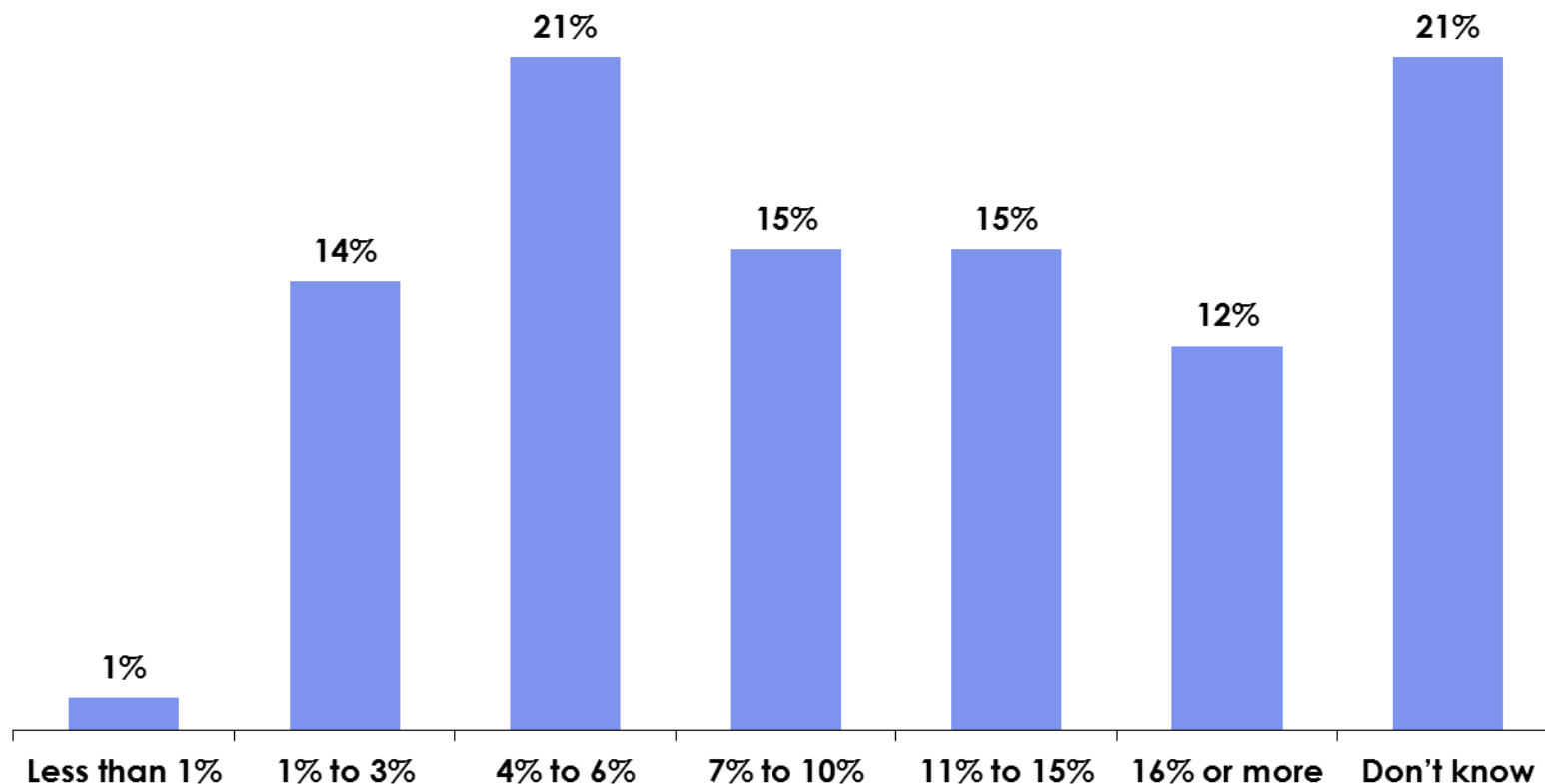
HIT Operating and Capital Spending at Organization in Future

Once major government mandates have been met (such as ICD-10 and meaningful use), what is your expectation for HIT operating and capital spending at your organization?

Base = 113

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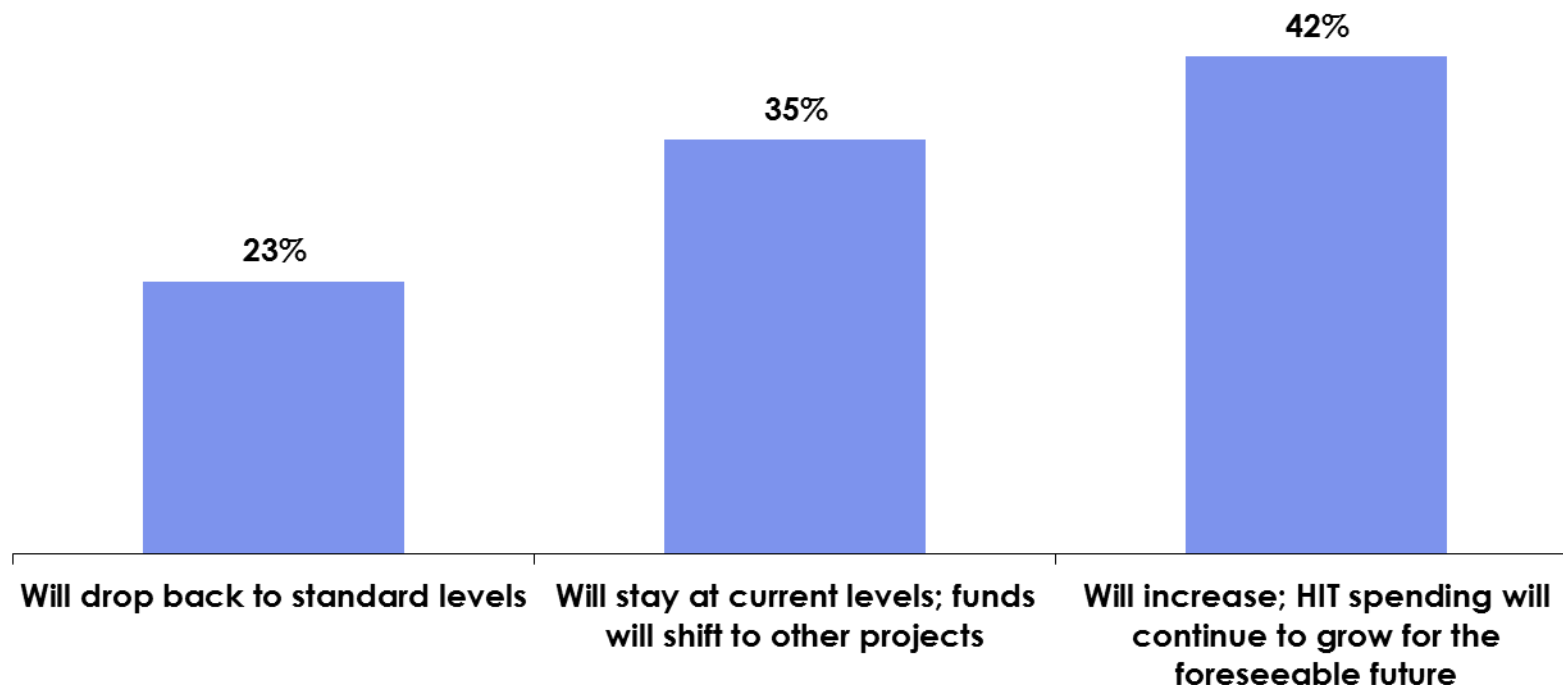
HIT and Clinical IT Spending Drivers

What drives HIT and clinical IT spending at your organization? Please rank in order, where 1 is biggest driver.

	1st Ranked	2nd Ranked	3rd Ranked	4th Ranked	5th Ranked
Meeting government mandate	50%	15%	7%	17%	12%
Information systems infrastructure and equipment	17%	25%	29%	19%	11%
Clinical systems and equipment	12%	29%	31%	16%	12%
Routine maintenance, replacement, upgrades	12%	14%	18%	25%	32%
Meeting leadership initiatives	10%	17%	15%	24%	35%

Base = 113

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