

Market Overviews

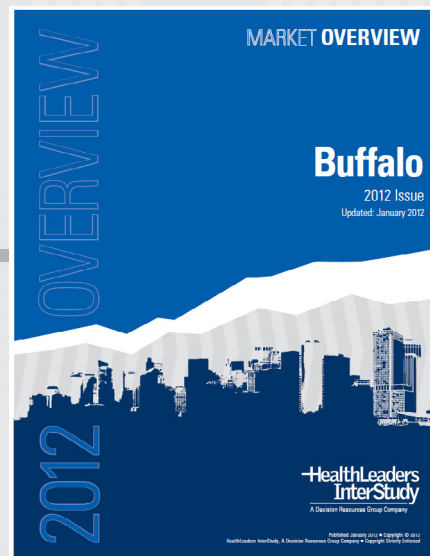
Providing an accurate and current look at the major health market drivers in 87 of the nation's most dynamic metro areas

Not all markets are created equally. Market share, demographics, market drivers and events can vary greatly from region to region. For companies looking to enter a new market, or perform more effectively in an existing area, Market Overviews provide insight on key players and their influence on healthcare dynamics in one place.

Market Overviews offer the only healthcare dynamics analysis that continuously examines all market drivers in a region to help industry professionals quickly gain market expertise to accurately exploit opportunities and address obstacles.

Detailed analysis and easy access to market data provides the outcomes needed to increase local market knowledge:

- **Pharmaceutical companies:** assess each local market to effectively commit sales teams and resources, and efficiently get new hires up-to-speed and tenured personnel focused on the right issues
- **Managed care organizations:** identify opportunities for market expansion plans and increase understanding of provider networks
- **Consultants and financial organizations:** gain insight around healthcare market drivers to enhance advisory efforts and identify business opportunities



Stay Up-To-Date!

Market Overviews are updated throughout the year based on market events and include a summary of the market event and its impact on the market.

- Have up-to-date information on the impact of market developments!
- Refresh your data more frequently!

Market-to-market comparisons

With each report, users can access the supporting market data from HealthLeaders-InterStudy. For multiple-market purchasers, this means the ability for market-to-market comparisons, delivering a quick snapshot of whether conditions that brought success in one area in the past may apply to a new region as well.

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HealthLeaders
InterStudy
A Decision Resources Group Company

Product Features

Each report includes a one-page market dashboard to provide a quick orientation to the market, as well as an executive summary with market projection scores developed from HealthLeaders-InterStudy methodology to illustrate implications of local market activity.

These reports survey and analyze data in a given healthcare market, including:

- **Health systems and hospitals**—Hospital details, including affiliated physicians, facilities and recent market events
- **Physicians**—Provider network details, including internal guidelines, medical management and clinical information systems
- **Health plans**—All offered products, as well as tier structure, co-pays, Pharmacy Benefit Managers and brand/generic spend
- **Medicare/Medicaid**—Enrollment, regulatory changes and managed care penetration
- **Pharma**—Payer benefit design changes and legislative activities that affect future pharmaceutical market opportunities
- **Legislation**—Healthcare-relevant legislation, including legislation that recently failed to pass
- **Employers**—Changes in employer purchasing behavior, purchasing coalitions, and offered insurance benefits

Metro Markets Covered

Alabama

Birmingham

Arizona

Phoenix

Tucson

Arkansas

Little Rock

California

Fresno

Los Angeles

Orange County

Riverside

Sacramento

San Diego

San Francisco

Colorado

Colorado Springs*

Denver

Connecticut

Hartford

Southern Connecticut

Delaware

Wilmington*

District of Columbia

Washington, D.C.

Florida

Cape Coral/Fort Myers*

Jacksonville

Miami

Orlando

Tampa

West Palm Beach

Georgia

Atlanta

Hawaii

Honolulu

Illinois

Chicago

Indiana

Indianapolis

Iowa

Des Moines

Kentucky

Lexington

Louisville

Louisiana

Baton Rouge

New Orleans

Maine

Portland

Maryland

Baltimore

Massachusetts

Boston

Springfield*

Worcester

Michigan

Detroit

Grand Rapids

Lansing

Minnesota

Minneapolis

Missouri

Kansas City

St. Louis

Nebraska

Omaha

Nevada

Las Vegas

New Jersey

Northern New Jersey

Southern New Jersey*

New Mexico

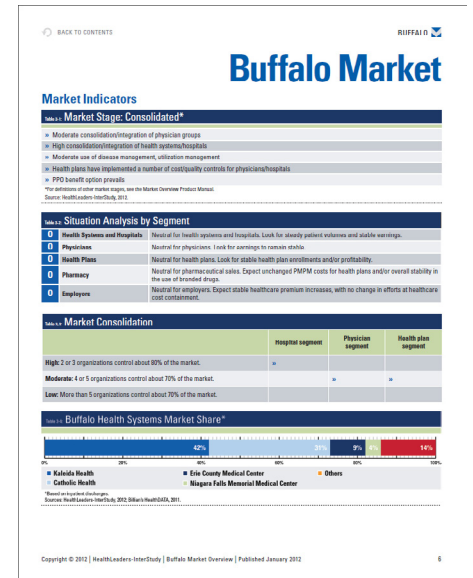
Albuquerque

New York

Albany

Buffalo

New York



Obtain a quick snapshot of hospital market share to identify market leaders

Rochester

Syracuse

North Carolina

Charlotte

Greensboro

Raleigh

Ohio

Cincinnati

Cleveland

Columbus

Dayton

Toledo

Oklahoma

Oklahoma City

Tulsa

Oregon

Portland

Pennsylvania

Harrisburg

Philadelphia

Pittsburgh

Scranton

Rhode Island

Providence

South Carolina

Charleston*

Columbia*

Greenville

Tennessee

Knoxville

Memphis

Nashville

Texas

Austin

Dallas

El Paso

Houston

San Antonio

Utah

Salt Lake City

Virginia

Norfolk

Richmond

Washington

Seattle

Spokane*

Wisconsin

Madison*

Milwaukee

* new market

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For more information about Market Overviews, please e-mail sales@hl-isy.com.

www.HL-ISY.com