



*HCIC SUCCESS STORY: Viability of HIE Market*

## **Market Analysis: Health Information Exchange (HIE) for the Enterprise**

**Siemens Medical Solutions** – *Malvern, Pennsylvania*

The Siemens logo, consisting of the word 'SIEMENS' in a bold, blue, sans-serif font.

### ***Situation:***

The exchange of health information is critical for health care systems to derive the full benefit promised by the adoption of the electronic medical records (EMRs). Siemens, a leading health care information technology vendor, needed to know if there is a shift occurring in their market related to the need to exchange health information and whether they should pursue a defined marketing or product strategy for solutions for the exchange of health information.

### ***Solution:***

HCIC conducted a market analysis to assess the viability of the HIE market potential using primary and secondary research techniques. The assumption was made that the demand for the exchange of health information services would be greatest among certain types of health care organizations and accordingly, various information sources were used to develop sizing parameters for the potential market. Numerous data sources were used for quantitative information. Data analysis was supplemented with a number of interviews with IDNs and similar organizations.

A final report was prepared which included:

- HIE product features
- Characteristics of organizations wanting a HIE product
- Current HIE vendor products
- Operations and technology/data business drivers.