

WE KNOW WHAT THEY'RE THINKING





How do you best beat the odds and succeed in the hospital market?

Who is AHA Solutions?

As part of the American Hospital Association (AHA), the leading advocate for the nation's hospitals, AHA Solutions is committed to helping healthcare organizations achieve the highest levels of operational efficiencies to deliver the best possible care to patients and communities. With over 30 years of working knowledge, understanding, and experience in solving hospital issues, our mission is to be the trusted resource for education, information and products and services that foster operational excellence in hospitals.

*Source: *Health Affairs*, 29, no. 1 (2010), published by Project HPOE

...With **Healthcare MarketMPact™**, a consulting service of AHA Solutions, Inc. With our long-standing history, we have a unique advantage of working directly with hospitals, helping them solve operational issues. We have a vested interest in making sure new products and services not only meet hospitals' needs but drive continuous improvements in their efficiency and performance.

*In 2008, U.S. spending on health services and supplies exceeded \$2.3 trillion**

Tap into top minds in the hospital industry

Healthcare MarketMPact is dedicated to working with companies like yours, assisting them to successfully develop, test and launch new products for the hospital market. As part of AHA Solutions, we can help you view your product or service through the lens of the hospital, facilitating smarter business and marketing decisions as well as a faster return on your healthcare investment.

Healthcare MarketMPact is an innovative alliance of healthcare insiders whose insights, experience and relationships can make the difference in succeeding in the complex hospital market. This alliance includes healthcare strategists, marketers, researchers and analysts – a talented team of experienced professionals touching every aspect of the industry.

Through this alliance, we've helped companies:

- Validate product/service concepts
- Evaluate market receptivity/pricing
- Refine positioning and value propositions
- Identify new target markets
- Expand distribution into healthcare
- Generate genuine interest and solid new business leads
- Extend product lines or service offerings
- Plan and execute effective product launches

*In 2008, U.S. hospitals accounted for \$718.4 billion of GDP**

An integrated, strategic approach with proven results

Each Healthcare MarketMPact project is a unique challenge, coupling our due diligence and proprietary methodologies with expertise and knowledge. The result?

An integrated and strategic approach that positions you to engage the healthcare community, expedite product development and execute successful marketing

strategies to capitalize on the hospital market.

*In 2008, U.S. hospitals employed nearly 6.1 million people – supporting nearly 1 of 9 jobs in the U.S.**

Our portfolio of professional services covers virtually every phase of the product lifecycle, from feasibility assessments, real-time product research, testing and analysis, to ROI and break-even modeling, competitive

benchmarking, pricing, positioning and more. We have proven experience in a variety of initiatives to help you:

- Gain pre-launch input from potential buyers and users
- Determine the best way to quickly generate leads
- Learn what purchasing decision-makers think about your product and its competition
- Make decisions to shorten the development cycle
- Benefit the healthcare community by proactively developing quality products that meet their operational needs and improve patient care

Our experience and resources can give you an advantage

Healthcare MarketMPact has helped a wide variety of companies including technology, finance, operations and risk management, save millions of dollars in what would have been wasted development costs. Find out how Healthcare MarketMPact's expertise, business acumen and market knowledge can help your company profit grow.

75% of development dollars are spent on products that do not realize a solid return on investment

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- Or visit Healthcare MarketMPact at www.ahamarketmpact.org

Due diligence feasibility assessments

Interactive real-time product research

Opportunity evaluation and quantification

Focus groups

Introduction to early stage funding

ROI and break-even modeling

Competitive benchmarking, pricing, positioning and more

Real-world success

MarketMPact's real-world success is best evidenced through our clients' results. For example, one client needed market validation for their new hospital alert and recall system in order to secure Board funding for a full-fledged commercial introduction. Timing was of the essence; the entire effort had to be completed in three months to meet budgetary deadlines.

MarketMPact surveyed members of three healthcare associations, generating more than 1,000 responses. To gain additional insights, we polled 85 survey respondents, interviewed 12 key hospital risk managers, and coordinated 60 live demonstrations for prospective buyers. Not only did we validate the market's need for their system, but our research helped refine pricing and messaging strategies. Our client gained immediate sales opportunities as well as its Board's approval for funding.

Our Services

As part of AHA Solutions, Healthcare MarketMPact is the trusted source for proven expertise, actionable information and creative marketing support in the hospital industry. Our portfolio of services includes:

Product/Services Development

- Due diligence feasibility assessments
- Expert review
- Interactive, real-time product research, testing and analysis
- ROI and break-even modeling
- Opportunity evaluation and quantification
- Surveys
- Focus groups
- Education and training
- Introduction to capital resources

Market Launch

- Marketing strategies
- Database marketing
- Lead generation activities
- Sponsored events
- Beta site testing
- Marketing communications and PR support
- Management and governance
- Competitive benchmarking, pricing, positioning and more

"We knew our technology could play a major role in improving patient safety. What we didn't know was the hospital market, from who made purchasing decisions to what factors influenced them. To find out, we needed the straight, unbiased truth from an inside expert. That's why we contracted Healthcare MarketMPact. They had the right contacts and deep resources we needed to validate the complex hospital market and take the next step. Thanks to Healthcare MarketMPact, our RASMAS technology has literally streamlined how healthcare organizations nationwide respond to the thousands of product alerts and safety notices sent to them each year."

*Dr. Lydia Thomas, President and CEO,
Mitretek Systems*



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