

Gartner
Healthcare Summit™

2006 Post Summit Report

Gartner Healthcare Summit 2006
November 12-15, 2006
The Hotel del Coronado
San Diego, California



***100% Audience Growth Planned for 2007
Based on 2006 Success***

TECHNOLOGY PROVIDERS

Early sellout forecasted for November 2007
Sponsorship Opportunities.
Reserve your Case Study Sponsorships today.

HEALTHCARE IT AND BUSINESS EXECUTIVES

Complimentary Summit Packages available for 2007.
Reserve yours today.

A Special Thanks To Our Valued 2006 Partners

EVENT PARTNERS



MEDIA PARTNERS



TECHNOLOGY PARTNERS



HEALTHCAREITSUMMIT.COM

Stunning Summit Growth Reflects Swift Upsurge in Healthcare IT Spending

The spectacular Hotel del Coronado quickly filled to the rafters the week of November 12, 2006 when the delegates to the Gartner Healthcare Summit converged at this top-rated San Diego seaside resort.

Every square inch of the Healthcare Center™ was filled with exciting exhibits from the world's leading healthcare technology providers – there literally wasn't room for one more booth – reflecting the 20% increase in technology provider participation at the Summit.

But the real action took place in the Private Case Study Presentations where intimate groups of healthcare CIO and senior IT Executives with multi-million dollar IT spending budgets met to explore the latest in healthcare provider and payer technologies.

Nearly 200 of these serious IT purchasers enthusiastically accepted the invitation to be a guest of Gartner at this Summit in order to streamline their technology provider research. After years of flat healthcare IT spending, their organizations are now experiencing a huge pent-up demand for multiple IT initiatives.

As many delegates told us, the Gartner Healthcare Summit offered the ideal venue to:

- **Meet face-to-face with the technology providers who can best meet their 2007 technology needs.**
- **Validate their purchasing decisions and IT decisions with their colleagues at healthcare organizations of a similar size and focus.**
- **Gain the objective perspective of the world-renowned Gartner healthcare analysts on the high pay-off technologies and business strategies that will generate maximum ROI for their organizations.**

Now that these senior IT executives are back at their offices, the initial dialogues that began with technology providers in Case Study Presentations are going to the next level ... and moving toward productive partnerships for 2007.

"This is our third year and we love this event. It's hard to get 25 – 30 CIOs in a room anywhere else. We meet with about one-half prospects and one-half clients – and there are great opportunities to meet with our existing clients, which is just as important to us. The self-scheduling system allowed us to make several key appointments before the event even started."

— **Robert Pepper**, Vice President, SoftMed

OUR 2006 SUMMIT WAS SO SUCCESSFUL WE OUTGREW OUR SPACE

New for 2007: Summit Audience to Double, Our 200 Hosted IT Executives Will Be Joined By An Additional 200 Paid Attendees

Doral Golf Resort & Spa
Miami Florida
November 11 – 14, 2007



Winner of 2006
'Best of Florida Golf Resort'
Travel + Leisure GOLF

Complimentary Summit Packages available for qualified Healthcare IT and Business Executives. Complete an online application at www.healthcareitsummit.com

Case Study Presentations available for technology providers – these are forecasted to sellout early, so act now to take part in 2007!

Contact: Bill Tobey
603.471.4232 or
bill.tobey@gartner.com

Gartner Predicts

Healthcare IT Budgets are expected to increase by at least 5% in 2007

HEALTHCARE PROVIDER IT WILL BE THE FASTEST GROWING GLOBAL VERTICAL THROUGH 2008

WHERE PROFITABLE HEALTHCARE COLLABORATIONS BEGIN

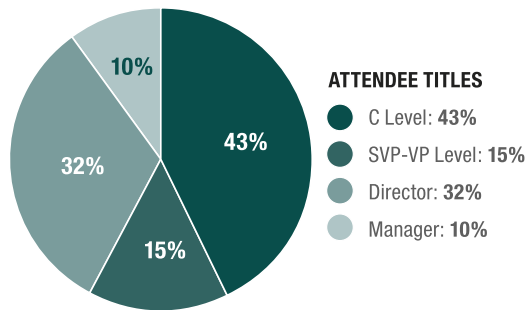
Gartner predicts: By 2007, HCOs that adopt collaborative models for patient care management will improve profitability by 10%.

The need to initiate collaborative dialogues between healthcare providers, payers, and the technology providers with transformational technologies is the driving force behind Gartner Healthcare Summit.

This resoundingly successful collaborative Summit brought together:

182 SENIOR HEALTHCARE IT & BUSINESS EXECUTIVES

- 77 from Payer Organizations – 42%
- 105 from Provider Organizations – 58%



OVER 45 TOP HEALTHCARE TECHNOLOGY PROVIDERS

Visit our website www.healthcareitsummit.com to see a complete list of 2006 participants.

AND 9 OF THE LEADING GARTNER HEALTHCARE ANALYSTS



FOR UNIQUELY COLLABORATIVE INTERACTIONS

- 93 Technology Provider-Led Case Study Presentations were conducted at the November 2006 Summit. In these private boardroom settings, 18–20 healthcare CIOs and IT Executives actively engaged in the 2007 technology selection process learned about new and emerging IT offerings as well as successful implementations at organizations similar to their own.

“This is a great event that brings us face-to-face with a high caliber audience. The Case Study Presentations are extremely effective in presenting our solutions to a targeted audience. We make so many appointments with executives from the Case Studies that we otherwise would not have the opportunity to meet.” — **Ken Jarvis**, Vice President, Sales, Hewlett-Packard

- Pre-Scheduled One-on-One Meetings with Senior Healthcare IT and Business Executives were facilitated by the Gartner online Self-Scheduling System. This unique tool allowed both delegates and Technology Providers to request meetings before and during the event with each other.

“The Case Study Presentations and Self-Scheduling together allowed us to align our solutions with customer needs and as a result we already have follow-up appointments with several customers.” — **Dennis Schumland**, Director, Healthcare & Life Sciences Microsoft

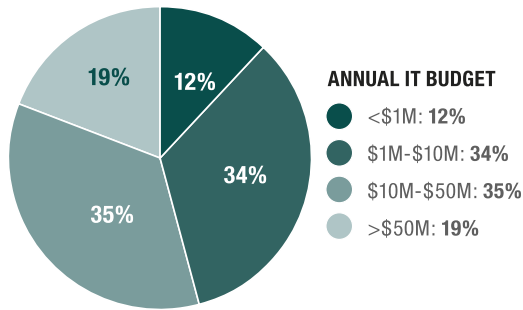
- Gartner Analyst One-on-One Meetings with Delegates and Technology Providers gave participants specific insights into their healthcare challenges. In many cases, analysts suggested specific vendors to healthcare IT executives ... and vice versa ... in the interest of forging new collaborative partnerships based on the best match of IT needs and solutions.
- The Healthcare Center™ was the hub around which the Summit revolved – bringing the full delegation of healthcare IT executives to meet with the technology providers en masse for hours of non-stop interaction and hands-on demonstrations.

90% of attendees planned on evaluating new technology products/services by visiting the Healthcare Center™ — and 87% were most interested in viewing product demos onsite. - From 2006 Pre-Event Survey of Summit Attendees

- Executive Roundtables brought together IT Executives, Technology Providers and the Gartner analysts to discuss critical healthcare IT concerns in a casual and collegial environment.

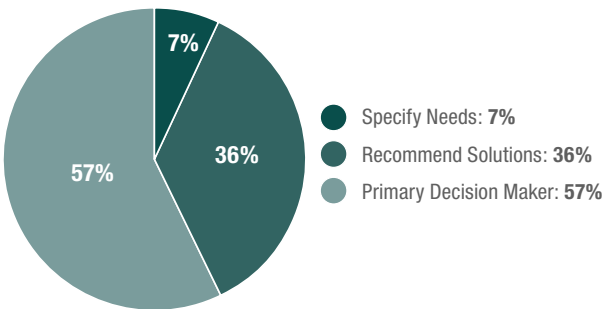
Over \$4 Billion in Healthcare IT Budget All In One Place

Here's a quick look at the Annual IT Budgets of the Senior Healthcare IT and Business Executives who joined us this past November.

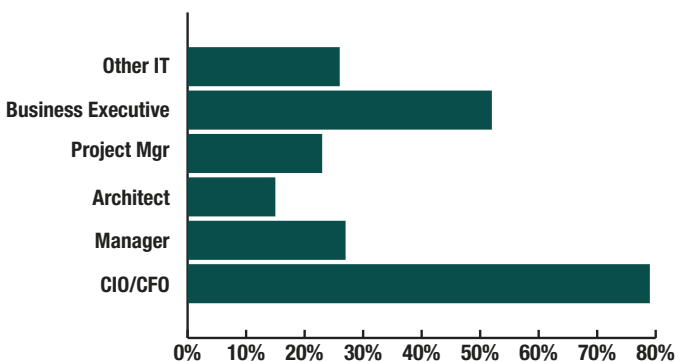


Our pre-event survey of attendees provides an in-depth picture of the roles and buying patterns of the senior decision-makers at our event.

100% HAVE INVOLVEMENT WITH IT BUDGETS



79% OF THOSE IN IT-RELATED PURCHASING DECISIONS ARE CIO/CFOS



PROJECTED CORPORATE SPENDING IN NEXT 6-12 MONTHS BY IT CATEGORY

	Decrease	Increase	Remain the Same
APPLICATIONS DEVELOPMENT	5%	52%	43%
BPM	7%	31%	62%
WAREHOUSING	3%	47%	50%
OPERATIONS MANAGEMENT	8%	30%	62%
OUTSOURCING	15%	27%	58%
COLLABORATION	5%	45%	50%
SECURITY	1%	43%	56%
TELECOM	1%	37%	62%
WIRELESS	5%	42%	53%
CRM	10%	20%	70%

75% of attendees find attending case study presentations most effective in building technology provider "short lists."

96% of attendees planned on evaluating new technology partners, products, and services during Case Study Presentations.

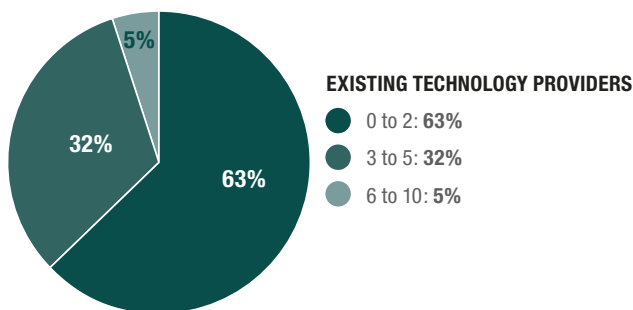
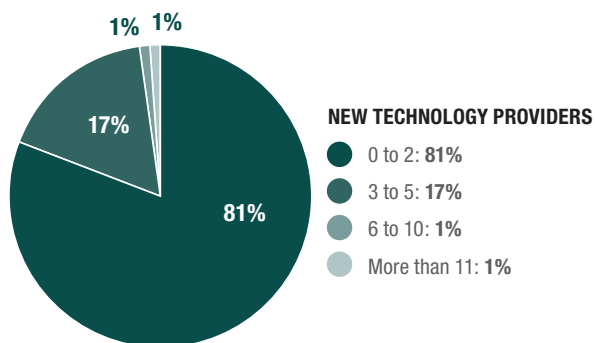
CIOs Save Technology Research for the Summit

SURVEY REVEALS ...

HEALTHCARE EXECUTIVES RARELY MEET AT THE OFFICE WITH NEW TECHNOLOGY PROVIDERS, OR EVEN WITH THEIR CURRENT PARTNERS!

Time-pressed Healthcare CIOs and Senior Executives tell us they're just too busy to meet with new technology providers – or even their existing Technology Provider partners – back at the office.

Sales Appointments Per Month with New Technology Providers/Existing Technology Partners



SUMMIT'S CASE STUDY PRESENTATIONS: THE PREFERRED VENUE FOR CIO RESEARCH

Increasingly, C-level and senior decision-makers are choosing to conduct all their technology research at one time ... and all in one place ... at the Gartner Healthcare Summit.

They rely on Gartner to assemble the best-of-breed healthcare IT providers for their review – and then set aside 3½ days in November to meet with these technology providers face-to-face in Case Study Presentations and Pre-Scheduled One-on-One Meetings.

Healthcare IT Executives Give High Marks to Technology Provider-Led Case Study Presentations

An excellent way to see a variety of products and services in a compressed time frame.

— **BRAD YOUNG**
Charleston Area Medical Center Inc

The best venue in bringing the decision maker & select vendors together.

— **GARRETT MARTIN**
Canyonlands Community Health Care

The Summit provides opportunities to review vendor progress over the past year.

— **LINDA PETROCZY**
CHA Health

Excellent opportunity for close contact with selected vendors. Excellent view of healthcare information technology future.

— **JAMES HARRIS**
Medstar Health Inc

A fantastic opportunity to spend a small amount of time in concentrating a great amount of focused vendor & peer information. Not to be missed.

— **CRAIG HOWELL**
Mills-Peninsula Health Services

Excellent. New approach to bring vendors and users together.

— **ROBERT LAPEN**
HCSC

Gartner Healthcare Summit

The Pinnacle of Healthcare IT Industry Experience

SENIOR HEALTHCARE IT AND BUSINESS EXECUTIVES VALUE THEIR INVITATIONS TO GARTNER HEALTHCARE SUMMIT BECAUSE OF THE UNPARALLELED EXPOSURE THEY GAIN TO:

- Global healthcare thoughtleaders
- The world-renowned Gartner healthcare analyst team
- Their peers at the leading healthcare organizations
- Best-in-class healthcare technology providers

Here are a few snapshots that capture the Summit experience.



KEYNOTE PRESENTATION

Stuart Altman, Professor, Brandeis University Named one of the “100 Most Powerful People in Healthcare” by Modern Healthcare presented “The Future of Healthcare and the Role of IT”

The most highly rated presentation of the Summit, Dr. Altman shared key insights on the impending financial burden in healthcare, just as baby boomers hit their sixties.

COLLABORATIVE LUNCH SESSIONS

Hurricane Katrina: Disaster Response and Information Technology

Tim Tindle of Harris County Hospital District shared a stunning photographic behind-the-scenes presentation of the swift IT response to the relocation of Katrina evacuees to the Houston Astrodome Health Center.

The Kaiser Experience: What Does It Mean to Payers and Providers

Bruce Turkstra, outlined lessons learned from the recent implementation of Kaiser Permanente HealthConnect™, the enterprise-wide solution for the nation’s largest nonprofit health plan.

RISE & SHINE: IT EXECUTIVE BREAKFAST WITH GARTNER ANALYSTS

Sharing coffee, bagels and key insights, IT Executives started off their day at collegial breakfast gatherings with the Gartner analyst of their choice.

EXECUTIVE ROUNDTABLES: END THE SUMMIT ON A HIGH NOTE

Saving one of the best features for last, the Summit brought together Healthcare IT and Business Executives with similar challenges for Executive Roundtables. These candid, high-level collaborative dialogues on today’s most pressing healthcare issues provided delegates with an intimate forum for benchmarking their 2007 strategies with peers.

INTERACTIVE POLLING RESULTS: TAKE PULSE OF HEALTHCARE IT INDUSTRY

What’s on the minds of healthcare CIOs these days? If you were at the Summit, you found out instantly – as Gartner analysts conducted impromptu interactive polling during their sessions.

GARTNER HEALTHCARE SUMMIT

#1 in Payer-Provider Collaboration.

4 Tracks Helped Payers & Providers Focus On Their Major Issues – And The Challenges They Share Together

- Payer Track
- Provider Track
- Technology Track
- “Common Ground” Track

2006 IT EXECUTIVES’ CHOICE AWARDS

Healthcare IT & Business Executives Vote for The Best Technology Providers

Five leading technology providers were chosen and honored as winners of the IT Executives’ Choice Awards at a ceremony held on November 14, 2006.

The 182 pre-qualified delegates who attended Gartner Healthcare Summit completed confidential ballots to select technology providers for the Awards after previewing and learning about new technologies and products in private Case Study Presentations.

AND THE WINNERS ARE:

Most Innovative Presentation:

Hewlett-Packard

Best Demonstration of Value/ROI

Covisint

Solution with the Greatest Market Potential

Research in Motion

Best Case Study Presentation

Fujitsu

Best New Technology

Hewlett-Packard

Just Announced:

2007 Summit Grows ... And Moves to the Best Golf Resort in Florida

Based on the outstanding success of our 2006 Summit, we are planning 100% Audience Growth for our 2007 Summit as we add 200 attendees.

Technology provider participation, which experienced an exceptional 20% growth rate in 2006, is also expected to increase for 2007. As word spreads through the technology provider community about profitable partnerships forged at the Summit, demand for Case Study Sponsorships is mounting.

In response to this overwhelming demand, we're moving to a bigger and even more luxurious location, The Doral Golf Resort & Spa, in Miami, Florida – winner of the 2006 Best of Florida Golf Resort.

SELLOUT FORECASTED FOR NOVEMBER 2007 CASE STUDY SPONSORSHIP OPPORTUNITIES

To reserve your case study appointments, contact:

Bill Tobey, Account Executive

603.471.4232 or bill.tobey@gartner.com

Technology Providers: Put your clients and key prospects on Gartner's invitation list ... so you can be sure to get on your client's 4th quarter 2007 calendar ... when buying decisions are made for the following year.

IT Executives: Complimentary Summit Packages Go Fast. To see if you qualify, complete an online application at www.healthcareitsummit.com/surveyform.html

Contact:

Melissa Park, Audience Development

603.471.4226 or melissa.park@gartner.com

More Healthcare IT and Business Executives go to Gartner Events than from any other vertical industry. These senior healthcare decision-makers rely on Gartner as an indispensable partner – empowering them with the research and recommendations to make confident decisions on the best technologies and strategies for maximizing return on IT investments.

“Best conference for devising and optimizing it strategies.”

— **David Young**, Geisinger Health System

“‘Cliff notes’ of the healthcare information technology industry. In less than 3 days an IT Executive gets a snapshot of what's going on.”

— **James Carmona**, Affinity Health Plan

“Good venue to bring all parties of the health industry together.”

— **Vicki Blazic**, Medical Mutual of Ohio

“This year's conference provided an opportunity to meet with some of healthcare's most forward thinking leaders. The conference was geared toward stimulating innovation, promoting critical thinking across all parties (payers, providers, vendors).”

— **Carlos Escobar**, Florida Hospital

“For IS senior management, one of the best conferences available.”

— **David Marckel**, Blue Cross Blue Shield Tennessee

“Best forum for ‘crystal ball’ view of future. I could read a year's worth of industry magazines and not get as comprehensive and thorough analysis as provided in 3 days.”

— **Greg Collins**, Bothwell Regional Health Center

“Great opportunity to get a Gartner view of the healthcare it marketplace and see if my company's views and strategies are in sync--it raised a lot of questions and questions are always good!”

— **Dave Wilcox**, Amerinet

“Gartner Healthcare Summit is an excellent venue to network with other healthcare professionals to learn the newest solutions for solving complex healthcare delivery issues.”

— **Ginny Ripslinger**, St Joseph Health System Of Orange

“A great opportunity to step out of the day to day grind of operational issue and focus on strategy and the key issues facing our industry.”

— **Thomas Fricks**, Harbin Clinic LLC