

## Target Markets

ActionOI targets global organizations in three primary segments:

1. U.S. Hospitals and Health Systems
2. Physician enterprises
3. National and international healthcare consulting firms

*Table 1. Market Segments for ActionOI*

Target customers focused on reducing operating expenses benefit from ActionOI	
<b>Description</b>	<ul style="list-style-type: none"> <li>• Hospitals/Health Systems that are looking to: Gain operational efficiencies by identifying wasted spend                             <ul style="list-style-type: none"> <li>○ Evaluate insights gleaned from operational benchmarks, such as labor productivity and supply expense</li> <li>○ Compare financial performance to similar hospitals, local competitors, or best-in-class healthcare providers in the US</li> <li>○ Identify and address comparative variance in productivity, utilization, and cost management Eliminate non-value added work and expense while providing high quality healthcare</li> </ul> </li> </ul>
<b>Key Pain Points at Target Market level</b>	<ul style="list-style-type: none"> <li>• Clients are being driven to do “more with less” and are searching for the best opportunities to improve productivity and costs</li> <li>• Operational/Financial performance measurement, reporting, and accountability are often a struggle</li> <li>• Clients are seeking to identify the most effective and efficient utilization of limited resources, and are expected to drive the overall success of their Performance Improvement (PI) plans.</li> </ul>
<b>Market Size</b>	<ul style="list-style-type: none"> <li>• Total Addressable Market for Operational Performance Improvement tools and services is estimated to be \$300M</li> <li>• Of this segment, the market for current and projected short term offerings for operational performance is estimated at ~\$100M</li> </ul>

Typically, decisions about the ActionOI solution is made by key decision makers that include the following functions:

- CFO is the economic buyer
- COO or CEO is primary influence
- CNO is frequently a major influence
- CNO or Network Director can be a major influence
- CIO can be an obstacle if not engaged appropriately
- VP/Director of Finance/Budget/PI/Quality/Management Engineering may be “technical buyer”

*For more information about each buyer persona, review the Personas information on the VBC SE Hub.*

## Source

[Healthcare Analytics/ Medical Analytics Market by Application \(Clinical, RCM, Claim, Fraud, Supply Chain, HR, PHM\), Type \(Prescriptive\), Component \(Service, Software\), Delivery \(On-premise, Cloud\), End User \(Hospital, Payer, ACO, TPA\) - Forecasts to 2021](#)

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