Supercharge Healthcare Industry
Maximize market and product investments
Embrace strategic guidance and market education

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Ventana Research: Who We Are

About Us: We are a market advisory and research services firm in the technology industry.

Vision: To illuminate the value of technology through our unique insights.

Mission: We pride ourselves on delivering uniquely insightful independent research and services through a tailored, trusted and empathic client experience.

Advocacy: We stand behind equality, diversity and inclusion that is a human right for everyone.


20 Years Strong
800+ Technology Vendors in Coverage
100k Community Members

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We have decades of experience in our subject-matter expertise and market research provided through our analyst and product team.

We deliver a superior client experience using a high-touch and proactive engagement approach with a world-class team dedicated to our values.

We ensure our clients’ success by dedicating ourselves to provide the highest level of excellence in a reliable and teamwork-based approach.

We provide a portfolio of connected Consulting, Advisory, Research, and Education (CARE) products that are tailored to meet our clients’ needs.

We offer a digital first approach to our community with on-demand access to a client portal for flexible self-service access to market insights and team.

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Community: A digital environment of 100k members gaining value from thousands of educational insights in many mediums and types of education and research.

Analyst, Industry & Market Perspectives: Our subject matter and firm authored written and presented insights on topics and vendors guide path on use of technology.

Educational Insights: Continuous publishing of research perspectives, white papers and presentations on the technology industry.

Market Research Insights: Library of market research insights in form of reports, insights and best practices on technology and vendors.
Ventana Research: Market Research Excellence

- **Market Agenda**: We provide an annual and continuous plan to our research direction.

- **Analyst, Industry & Market Perspectives**: Firm and subject matter authored written or presented insights on topics and vendors.

- **Benchmark Research**: Continuous in-depth primary research on market and trends in over 25 topical areas of focus.

- **Dynamic Insights**: Continuous self-service research providing digital guidance to participants for their potential actions.

- **Value Indexes**: In depth vendor and product research built on an RFI/RFP format that categorizes and ranks technology vendors.
Our Areas of Healthcare Industry Focus

Our areas of expertise help healthcare organizations examine how to innovate and transform their organization and processes.
Expertise Alignment to Industry Processes & Technology

**Marketing**
Digital experiences and engagement strategies ensure market growth.

**Office of Revenue**
Optimal commerce and channel strategies require applications for achieving outcomes.

**Customer Experience**
The processes and applications that streamline customer journey and lifecycle of engagement.

**Product**
Digital experiences and product lifecycle with information to support enterprise strategy.

**Operations and Supply Chain**
Demand driven supply chains require product, service and planning application investments.

**Office of Finance**
Proper fiscal governance requires finance and ERP investments.

**Human Capital Management**
Effective use of people requires investment into applications and technology for people and workforce.

**Digital Technology**

**Digital Business**

**Business Outcomes**
Healthcare

Industry Assertion

Through 2024, over two-thirds of healthcare organizations will deem the lack of common governance and manageability of deployed digital technologies an operational risk.

Mark Smith
CEO & Chief Research Officer
Healthcare Industry

The need to modernize their digital computing environment requires business and technology investments that can innovate and streamline patient and operations processes. To ensure your digital effectiveness requires insights to how medical facilities provide the best possible care through diagnosis and treatment. Modernizing digital environments that impact patient and billing experiences is essential for desired financial and operational outcomes. Unifying its processes across medical services through its applications and for its workforce requires data science and analytics.
Challenges For Healthcare Industry

1. Portfolio of investments not achieving efficiency returns
2. Effectiveness in using technology for patient outcomes
3. Modernization of applications and medical processes
4. Differentiated impact in healthcare systems
5. Expected efficiency for digital patient experiences
Business Trends in Healthcare Industry

1. Healthcare Sustainability
   Use of energy, food and raw materials in caring for patients impacts environment and technology to limit pollution and minimize the waste produce and use less energy.

2. Digital Healthcare Market Dynamics
   Utilize information and communications technologies in medicine to manage illnesses and health risks and promote wellness using wearables, mobile & tele-health and medicine.

3. Social Determinants of Citizen Health
   The conditions where people are born, grow, live, work and age with socioeconomic status, education, neighborhood, employment, and social networks.
By 2025, three-quarters of healthcare organizations will require unstructured data storage and processing capabilities in their data lakes to maximize the value of audio, video and image data.
Technology Trends in Healthcare Industry

1. **Internet of Medical Things (IOMT)**
   - Medical devices and applications connect systems and patients using technologies to reduce unnecessary hospital visits and allow transfer of medical data over a secure network.

2. **Apply AI to Big Data to Patient and Medicine**
   - The process to collect, analyze, and utilize consumer, patient, physical, and clinical data and apply AI and machine learning algorithms to allow healthcare for diagnostics.

3. **Digital Therapeutics for Patients**
   - Using wearable technologies to monitor patients and take control of their health using life sciences technology to transform patient care and deliver better clinical outcomes.
Our Portfolio of Services for Industries

We provide a portfolio of services called CARE designed to help organizations in the following areas: helping with their business technology needs across processes, guiding evaluation and selection activities related to the technology industry and assist specific investments in technology industry to reach full market potential.

- **Consulting**
  - Strategy & Planning: Consulting where we deliver expert guidance with our experience, expertise and market research through workshops and assessments for better business outcomes.

- **Advisory**
  - Decisions & Guidance: Advisory through our proactive and informed expert advice and insights for optimization of decisions through our Ventana On-Demand service designed for value every month of the year.

- **Research**
  - Observations & Insights: Research enables insights from our industry analyst team and market research with our Benchmark Research, Dynamic Insights and Value Index research products that provide facts for decisions.

- **Education**
  - Knowledge & Power: Education in a range of business, technology and vertical industry topics through our publishing of digital content in mediums and styles for impactful insights across an entire organization.
Education and Insights on Healthcare Industry

Modern Analytics and BI Enhance Healthcare
Robust Technology Enables Better Decision-Making

Bottom-Line Impact: Digital Finance for Sourcing and Procurement
Transform Healthcare for the 21st Century

Healthcare Performance Management
Improving Operations and Collaboration in Healthcare Analytics

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