

# IDC Health Insights: European Health Industry Intelligence

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*IDC Health Insights: European Health Industry Intelligence* will provide technology vendors with a perspective on the European health market, looking at industry subsegments, core processes, and technology categories. This service will provide actionable information enabling European marketers, sales leaders and professionals, product managers, market intelligence, and channel managers to accelerate and simplify their jobs, including detailed data on industry trends, buying behavior, industry personas, and market sizing.

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## APPROACH

This advisory service offers a European view on the health industry and its subsegments, providing technology suppliers with actionable information on current and future technology purchasing behavior through IDC's proprietary data and analysis.

The service enables subscribers to assess European market opportunities accurately and better understand their potential prospects by analyzing ICT buyers, both IT and line of business. Research from the service will provide insights into buyers' varying priorities, considering process improvement drivers and their linkage to technology while offering useful guidance to build sales messages and go-to-market initiatives for digital technology providers.

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## TOPICS ADDRESSED

Throughout the year, this service will address tech suppliers' needs in the European region, including:

- Evaluating the health technology market opportunity in the European region
  - Understanding health sector buyers and their priorities in the European region
  - Preparing a focused go-to-market approach for the European region
  - Refining regionally relevant sales messages
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## KEY QUESTIONS ANSWERED

Our research addresses the following issues that are critical to your success in the European market:

1. How much will the health industry in Europe spend on ICT today and in the future?
  2. What are the key business drivers in Europe across key health processes?
  3. What technologies are health companies in Europe investing in today? What are the differences across the health subindustries in Europe?
  4. What are the key business priorities for tech buyers in the European health sector, and how does that influence their technology purchasing patterns? How can you map sales opportunities against those business issues?
  5. Who are the key personas to address in the health sector, and what are their key concerns?
  6. How can I have more relevant and timely conversations with my key customers and prospects in this sector in Europe?
  7. How can I stay on top of the issues that matter to health executives, as well as their challenges, roles, and issues?
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## WHO SHOULD SUBSCRIBE

The service provides actionable industry insights and guidance to key IT vendor decision-makers operating in or planning to enter into the European health market:

- European marketers (field marketers and regional CMOs)
- European sales leaders and professionals
- European product managers (tech domain leads)
- European market intelligence and research
- European channel managers (alliances and distribution channels/partners)