

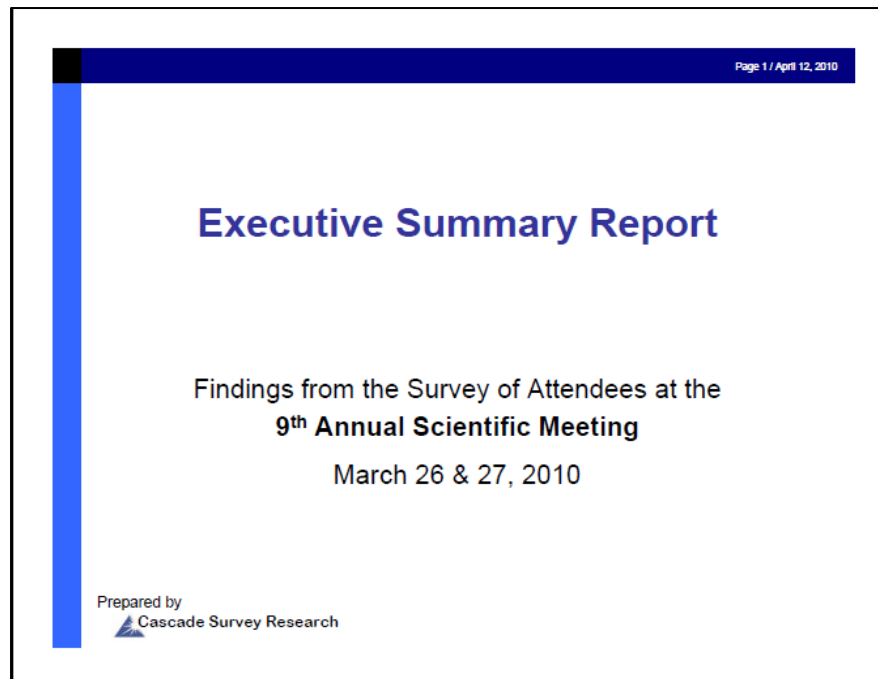


SURVEYSTATION EXECUTIVE SUMMARY REPORTING OPTION

An **Executive Summary Report** of tabular results with charts and observations can be provided for an additional nominal fee.

Executive Summary Analysis reports are produced in Microsoft Word, PowerPoint, or Excel electronic file formats.

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COMMENTS ON SURVEY AND DATA RESULT

- A total of 275 respondents were surveyed at the RSNA exhibit.
- Survey questions were a mix of Single, Multiple, and Rank Choice, and not all respondents were asked all questions as a result of survey design, therefore total responses to questions may be greater or less than the total sample size.
- The survey sample was constructed by Forced Probability as respondents were selected without qualification from the show and exhibit floor, is not a statistical random sample, and may not be characteristic of overall attendee population.
- Data as presented in the following exhibits is shown as a percentage of total responses to the question, unless otherwise specified.
- Absolute conclusions and plans for direct action should not be undertaken without a full review of the detail in the related data report.
- Additional information and insight to the results presented herein can be found in the cross-tabular data report. Review and analysis of this information is recommended for further detail and understanding of the themes and highlights presented.

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SUMMARY FINDINGS

Sample Profile

The typical respondent in this survey sample is:

- A (40% & 35% of total responses respectively) – (Q1)
- That works in a Hospital (46% and 30% respectively) – (Q2)
- In the US (Central 24%, West 17%, North East 13%, South East 12%, US Territories 11%, and South 4%) (Q3)
- At a facility (93%); and,
- In practice for more than 2 years (51%) – (Q4)

Service Importance

Just over half (56%) of all respondents indicated that their facility has not purchased any support services for their practice. Of the 44% that has purchased some support service: (Q5)

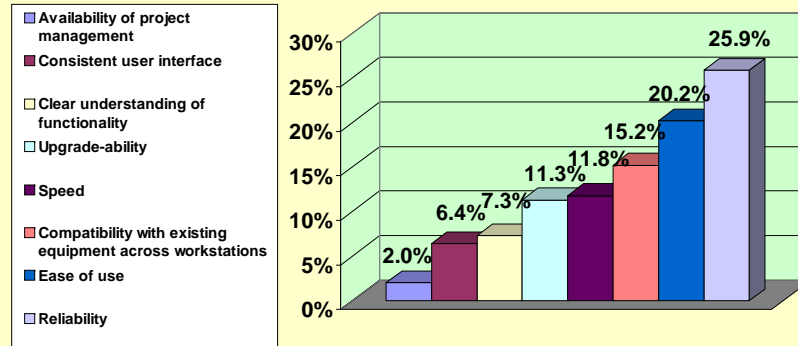
- Services were indicated to have been purchased most often (26% of the total response);
- Marketing was second (22%); and,
- Support was third (16%).

Support and Services were statistically tied as that respondents thought had greater importance to their practice - 38% and 37% of the total response respectively. Marketing was indicated as only 26%. (Q6)

Column Chart Example

5

Q2. What are the TOP 3 performance criteria you require of a Management IT solution?



• Observations:

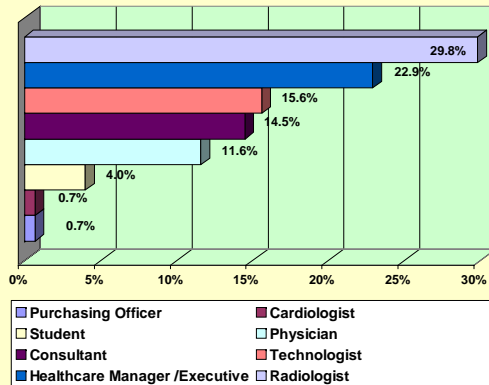
- Clear definition of top 3 performance criteria
- Less definition between the 4th & 5th, and the 6th & 7th items



Bar Chart Example

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Q1. What is your primary role and responsibility?



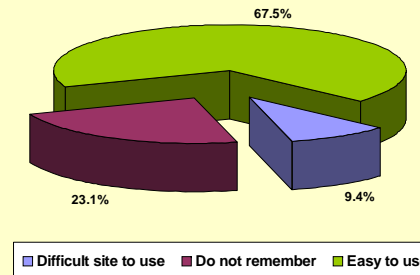
• Observations As Compared to Overall Attendance:

- Survey Sample was a close approximation of overall meeting attendance

Pie Chart Example

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Q4. How easy was it to find the information you desired on the website?



• Observations:

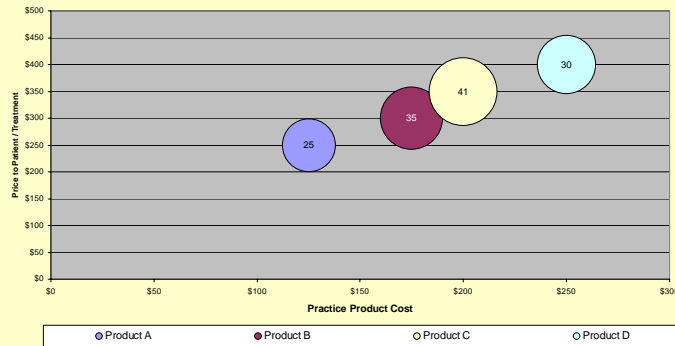
- Respondents seem to indicate by a margin of 7 to 1 that the website is easy to find desired information.
- Despite the overwhelming response as to the ease to find info on the website, it is concerning that almost a quarter of the respondents could not remember their experience to register an opinion



Bubble Chart Example

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- Q5. What is the average price you charge patients per treatment?
- Q6. What is the average cost per product to your practice?
- Q7. How many patients per day do you see for treatment with each product?

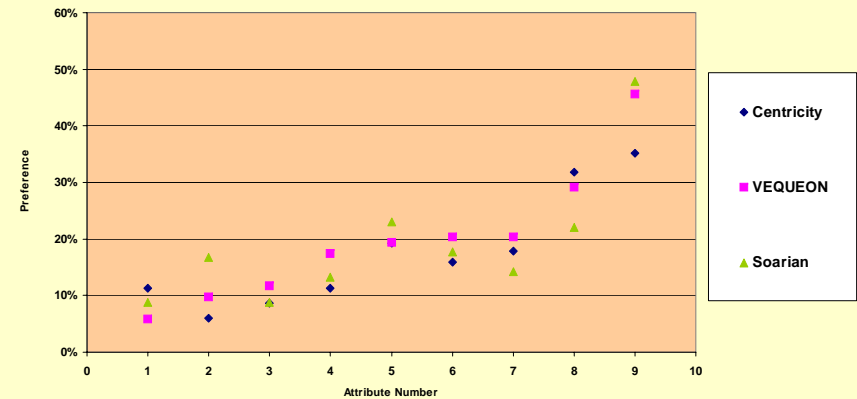


- Observations:
 - Product C & Product D seem to provide the most profit to the practice.
 - Product C seems to have the greatest productivity and demand of the products, though the level of demand for Product B may not be significantly different.

X-Y Scatter Chart Example

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- Q3. Across the following variables, in your opinion, please rank the three three leading Information Solution platforms by performance?



- Observations:
 - Responses seem to indicate that Soarian performs best over the full range of attributes, but a study of attribute importance may provide more insight into customers' value of each platform based on perceived utility.



APPENDIX – PRICE SENSIVITY ANALYSIS

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Price Sensitivity – Van Westendorp Analysis Method

Attendees' price sensitivity for a Planning Service and a package of Consulting Services was assessed as part of this study. In addition to a standard review and analysis of the data response an additional analysis was conducted using the Van Westendorp Technique.

Van Westendorp Price Sensitivity Analysis is based on the direct collection of responses to four price-related questions. This study followed the standard question format generally used for this type of analysis:

- Q14 & Q21: At what price would you consider the product to be a inexpensive?
- Q15 & Q22: At what price would you consider the product expensive?
- Q16 & Q23: At what price would you consider the product to be so cheap you doubt its quality?
- Q17 & Q24: At what price would you consider the product to be so expensive that you would not buy it?

The data response to these questions is then evaluated as a series of four cumulative distributions, one distribution for each question. The cumulative frequencies are plotted, and the intersecting points of the cumulative frequencies for each of the four price categories interpreted.

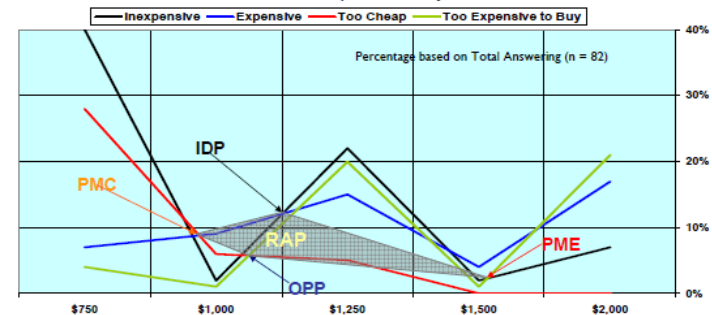
Reference:
Van Westendorp, P (1976) "NSS-Price Sensitivity Meter (PSM)- A new approach to study consumer perception of price." Proceedings of the ESOMAR Congress

Appendix – Price Sensivity Analysis (continued)

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Q14-17. Planning Service Price Evaluation

*** Van Westendorp Price Analysis ***



• INTERPRETATION:

- PMC - the "point of marginal cheapness" is approximately \$1,000
- PME - the "point of marginal expensiveness" is approximately \$1,500
- OPP - the "optimal price point" is approximately \$1,050.
- IDP - the "indifference price point" is approximately \$1,125.
- RAP=the "range of acceptable pricing" is approximately \$500, or from \$1,000 to \$1,500
- The area of the RAP suggests that the greatest demand is achieved at pricing approaching the IDP, and that demand would fall as price is increased from this point toward the PME.



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