















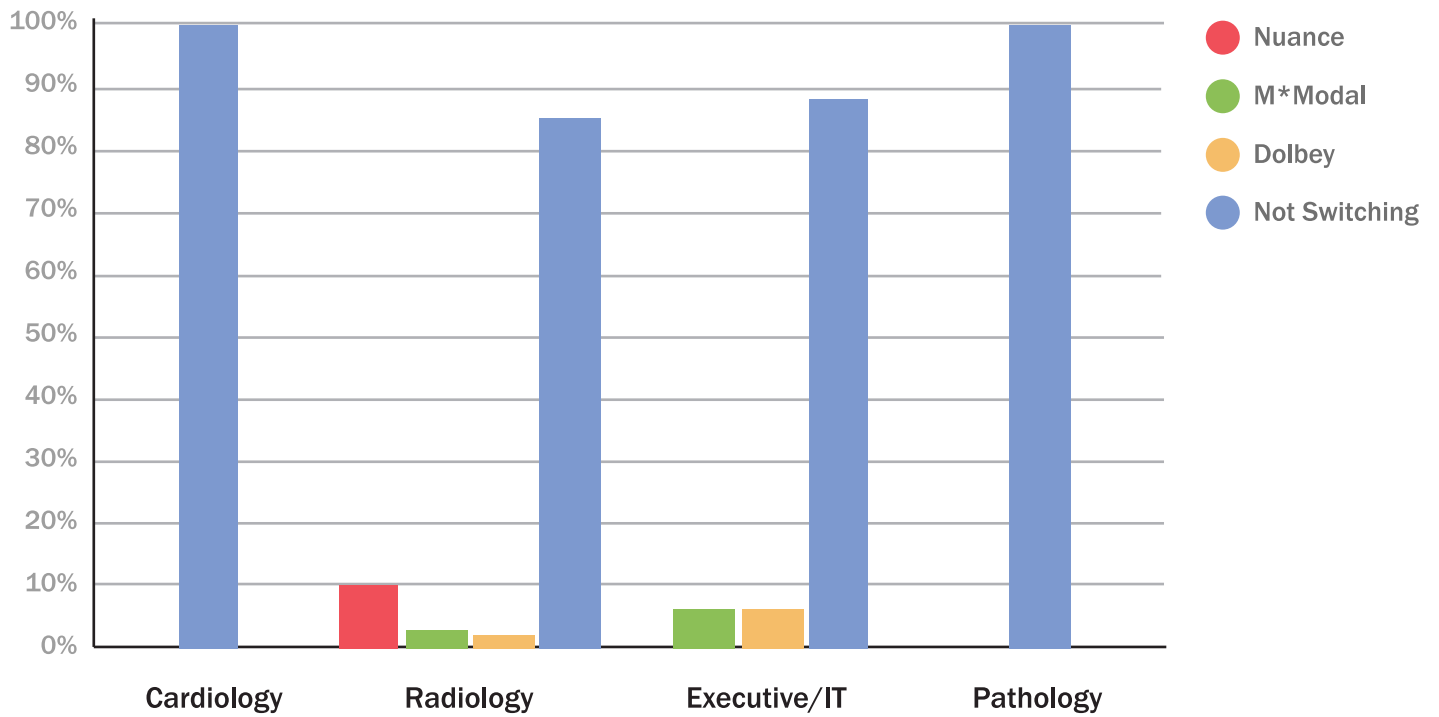




# THE RENEWAL & REPLACEMENT MARKET ACROSS DEPARTMENTS

It's clear that across all departments covered in this report, providers that already have a speech recognition solution are happy with the results, with very few planning to switch vendors. This bodes well for those vendors who already have a share of the market.

## Renewal/Replacement Market

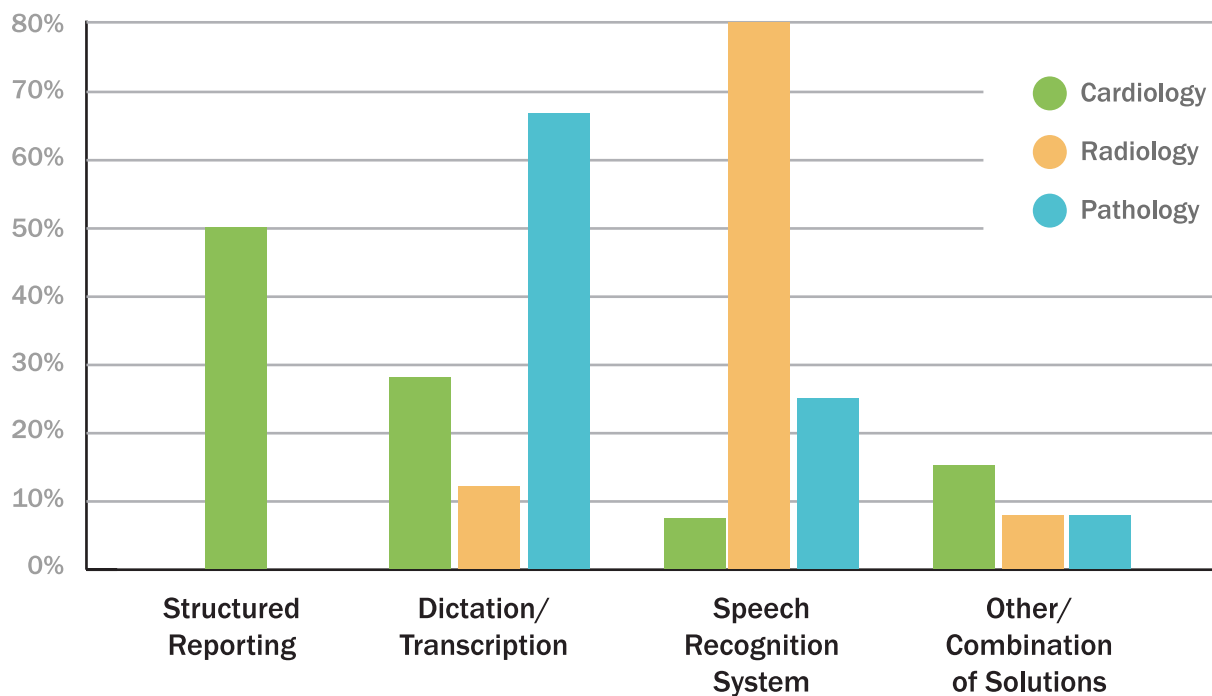


# CONTRASTING TRENDS BETWEEN DEPARTMENTS

## CONTRASTING ADOPTION RATES BETWEEN DEPARTMENTS

A discussion about speech recognition adoption by department has to begin with radiology. This healthcare specialty area has always been one of the earliest adopters of technology and was the first to see widespread adoption of speech recognition solutions compared to other departments such as cardiology and pathology. In the big picture of the Diffusion of Innovation curve, radiology departments are often the innovators and early adopters across all healthcare segments. Why is this so often the case? Radiology is the perfect storm of higher profitability, in a more business-like environment and is an area of healthcare that is often insulated from direct patient interaction, which accommodates voice dictation. This certainly doesn't mean speech recognition is without merit in other areas of healthcare. Departments like cardiology and pathology are adopting but simply fall into the late majority crowds. However, these slower adoption departments present significant opportunities to vendors, which will be outlined below.

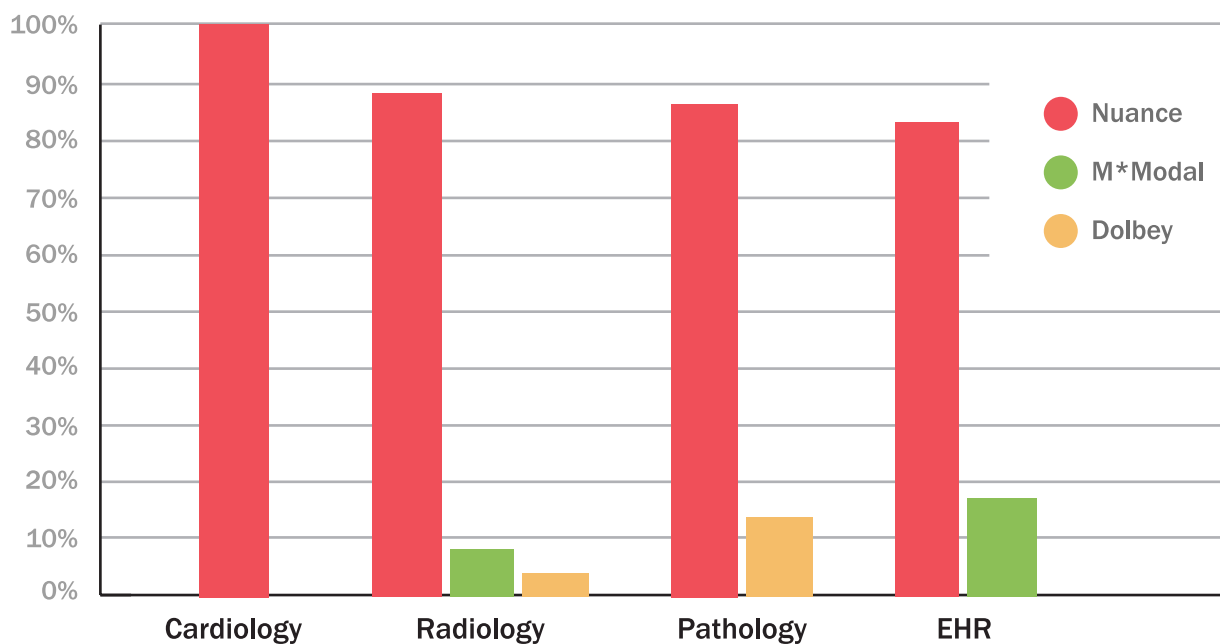
### Contrasting Adoption Rates Between Departments



## CONTRASTING MARKET SHARE & MIND SHARE BETWEEN DEPARTMENTS

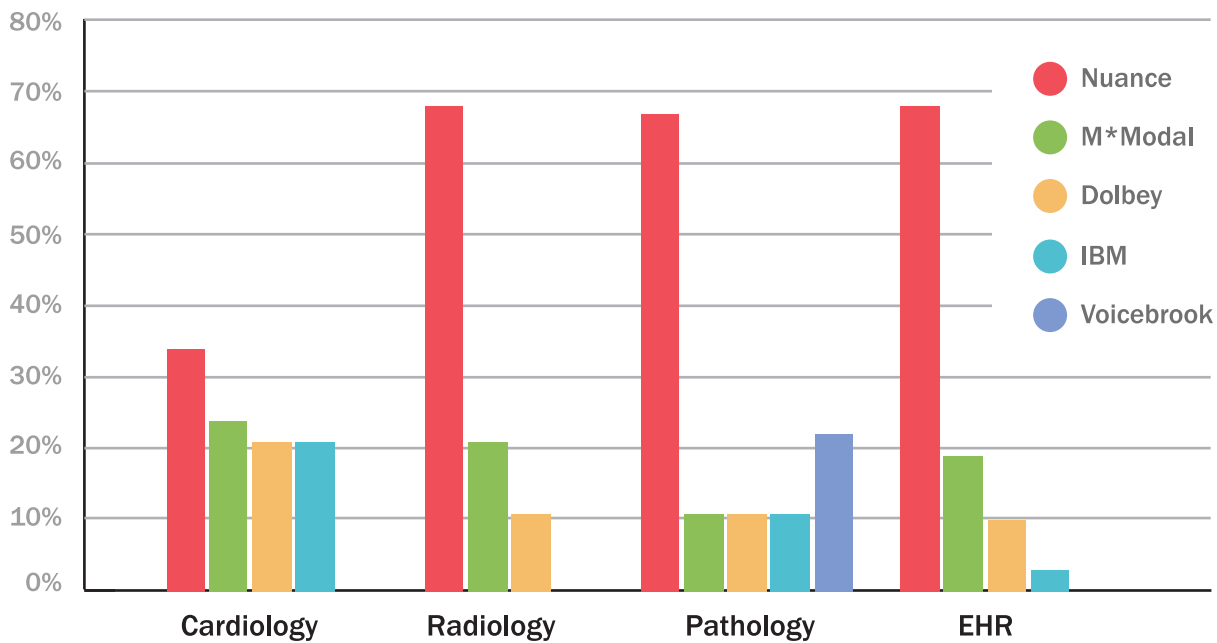
When broken out by department, many of the same trends carry over from the overall picture. However, one interesting story is what appears to be an emerging battle over the mind share of heads of cardiology departments. Among our participants, the playing field appears to be relatively level in this measurement. Is this an indication of Nuance's soft spot or simply an area of less emphasis.

### Contrasting Market Share Between Departments



What speech recognition system do you use?

## Contrasting Mind Share Between Departments

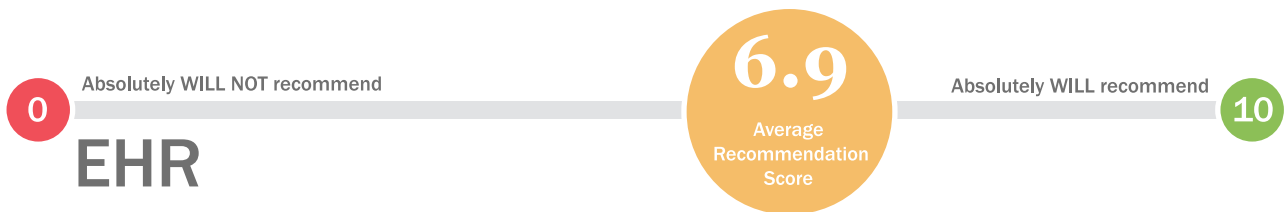
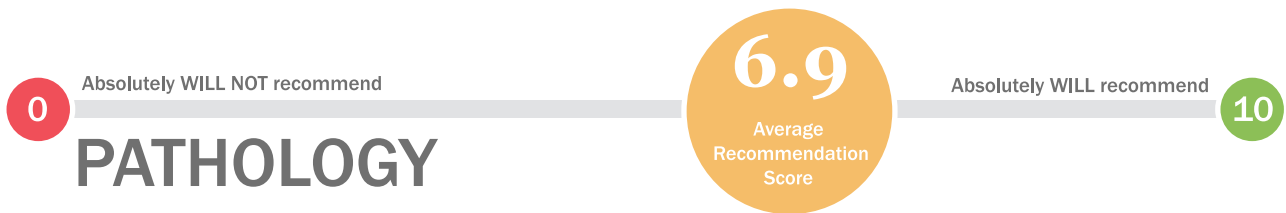
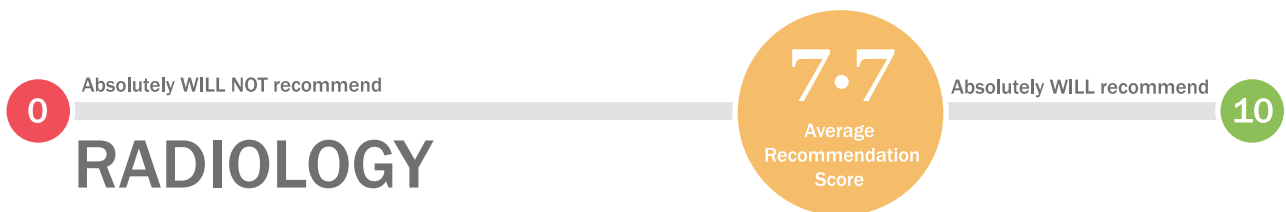
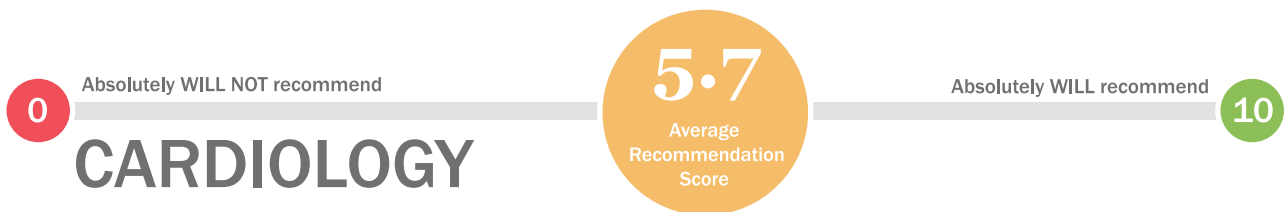


Which speech recognition system will you consider?

# CONTRASTING THE LIKELIHOOD OF PROVIDERS RECOMMENDING THEIR VENDORS BETWEEN DEPARTMENTS

When it comes to knowing how healthy a relationship is between a vendor and a customer the most important data point by far is whether or not a customer will recommend the vendor to others they come in contact with. When asked about the likelihood of providers referring their vendors to other providers, the results were in positive territory across all departments, albeit marginal in some cases. The maturity of speech recognition solutions in radiology is evident by recording the highest score of almost eight out of ten in this metric.

## Likelihood of Recommending Your Vendor Across Departments

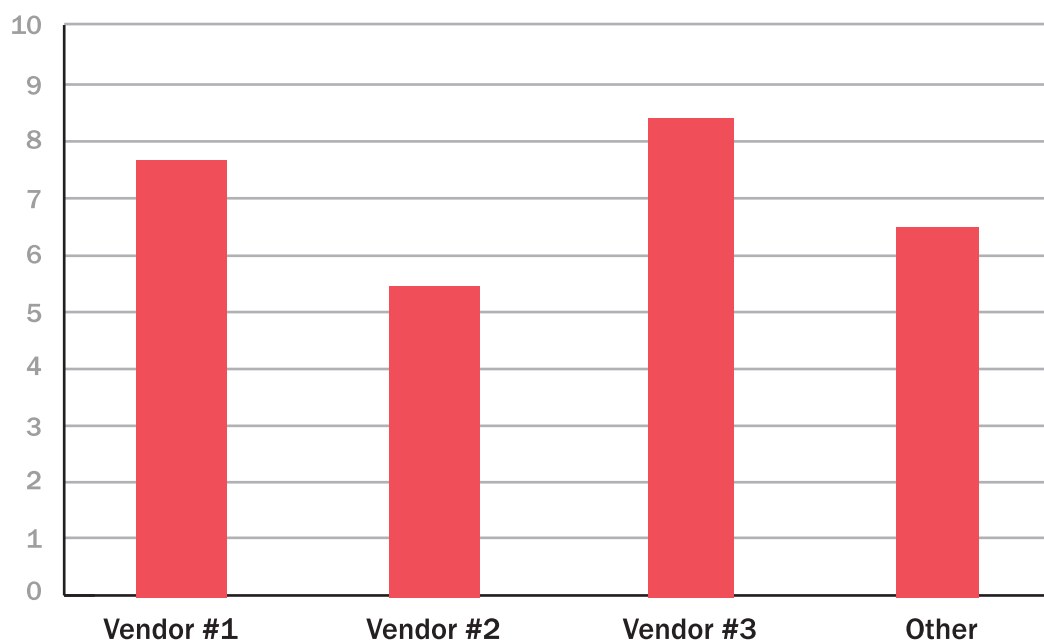


How likely are you to refer this solution to a friend or colleague?

## INDIVIDUAL PROVIDER RECOMMENDATION SCORES

While we collect data on individual vendors that may be favorable or not, some information is sensitive enough that we don't release it in a public format. However, below are the individual provider recommendation scores displayed anonymously. Vendors with ReactionData licenses can contact us directly to obtain sensitive data such as c-sat and provider recommendation scores.

### Individual Recommendation Scores Displayed Anonymously



### The Takeaway

Vendors in this space have done a nice job putting themselves in the good graces of their clients. This means less turnover in the future, compared to other areas of healthcare IT. However, it should be noted, there's a world of difference between sixes and sevens in this metric compared to eights and nines. Vendors still have work to do.

# CONCLUSION

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Speech recognition will definitely become a more prominent feature in patient record creation with widespread adoption in radiology and significant growth happening in a number of additional departments, as well. As the AI (artificial intelligence) behind this technology continues to improve, so will the ability to more quickly and accurately adapt to the unique nuances of individual's speech patterns. This will slowly move more of the late majority and laggards off the fence, opening up some additional, moderate growth opportunities.

As with any developing technology, higher adoption rates and greater standardization across the different solutions, should cause the ROI to become more readily apparent, and the day will come when keyboards will be relegated to error correction tools rather than the primary source of information input.

The pioneers of this technology, as well as the benefactors of early stage technology acquisitions are well positioned in healthcare to dominate this market. However, with the amount of growth that is currently underway, there is plenty of action for new, smaller or more niche vendors, if they get in the game now. Three to five years from now, we'll likely be viewing the trend on the downslope of the Diffusion of Innovation curve and vendors in this space will be strategizing about how to retain and grow current contracts or win replacement business. In the simplest terms, speech recognition in healthcare is a market on the verge of maturity but still full of opportunity.

## Why we release our research to the healthcare community?

Does your organization budget money each year for market research initiatives, reports or tools that typically provide little or no ROI? Unfortunately, the market research industry has operated for so long on very outdated and flawed methodologies that businesses rarely use the terms “market research” and “ROI” in the same sentence. We’re on a “mission of mercy” to show what effective business research should look like and our free industry reports are the wakeup call.

Businesses today are sandwiched between handing control of research projects to slow, outdated firms or conducting their own research through the use of survey tools. Both options are recipes for underwhelming performance and depressingly low expectations. So why do organizations keep conducting business research? Because getting intel is that important. You’ve heard the saying, “Some data is better than no data?”

With that, we give you Reaction, the world’s first Research as a Service (RaaS) platform designed for use within your business. That’s right, we are not a market research firm and please don’t ever call us one. At its core, we designed Reaction to make ROI the focus of all business research you conduct with your customers, prospective customers or the market at large. Because of our user network of more than 250,000 healthcare providers and our methodology of best practices, Reaction is blazing fast, elicits an incredible response from any healthcare provider audience and creates direct opportunities to generate new business...some people call that lead generation.

When we let Reaction out of its cage, we couldn’t let our clients have all the fun. So, we use Reaction to gather super salient data in days, not months on a host of healthcare topics to show the market what business research should look like. The takeaway? Demand much more from your market research budget. To find more contact Jeremy Bikman at [jeremy.bikman@reactiondata.com](mailto:jeremy.bikman@reactiondata.com) or visit us at [www.reactiondata.com](http://www.reactiondata.com).