Introduction

3M recently announced their acquisition of the technology arm of M*Modal, potentially creating a powerful competitor in this space. In light of this, we wanted to know what the market, and customers, thought the impact would be. In the past few mergers and acquisitions, we've seen less than a third of customers believe the acquisitions will improve their experience. In this case, of the 180 respondents, 43% think this acquisition will have an overall positive impact – well above the average from our recent studies. Below you will find insights specifically about awareness, impact, likelihood of retention, and likelihood of new business, with greater detail in the SmartData section of our research platform.

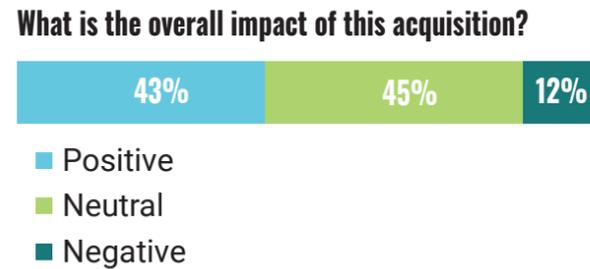| Participants		Organizations		Customers	
HIM	35%	Community Hospital	32%	M*Modal	30%
Imaging	33%	IDN	26%	Both	27%
Clinical	32%	Academic Medical Center	17%	3M	24%

Participants were categorized into three groups based on their title/position: HIM, imaging, and clinical. Other organizations not listed include imaging centers, critical access hospitals, specialty clinics, childrens hospitals, and cancer hospitals. There was 17% of individuals who were not a customer of either company.
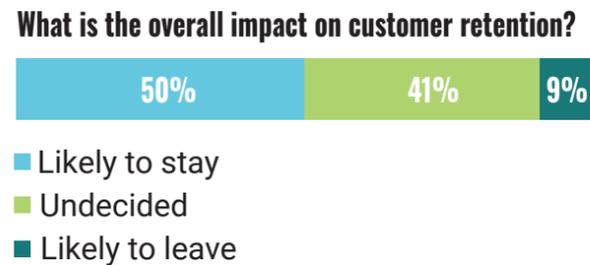
Awareness

45% YES   **55% NO**

HIM — leadership were the most aware group having 63% of their group informed

IDN — was the most aware organization type with 54% having some knowledge of the merger

M*Modal — customers were more aware than 3M customers

Contact Erik Westerlind at ewesterlind@reactiondata.com to get access to the raw data and premium content

Impact

What is the overall impact of this acquisition?

43%	45%	12%

- Positive
- Neutral
- Negative

Retention

What is the overall impact on customer retention?

50%	41%	9%

- Likely to stay
- Undecided
- Likely to leave

This version does not contain breakouts by **organization**, **title**, or **customer type**. If you would like access to the raw data and premium content, please contact Erik Westerlind at ewesterlind@reactiondata.com

Future Outlook

In the future outlook section of our study, we asked non-customers how likely they are to become a customer of the newly merged companies. Responses were on a 1-7 scale and then categorized into three groups: likely to buy, neutral, and not likely to buy. This chart, and many other charts as well, are not available in the freemium version.

If you would like access to the future outlook portion of this study, please contact Erik Westerlind at ewesterlind@reactiondata.com

Commentary

"Overall should be beneficial as they will have a full suite of solutions from front end capture of information to coding." – CMIO

*"Hope is that the IP from M*Modal is applied to 3M managed data to improve quality and revenue and that M*Modal is able to continue with their positive service minded approach to customers."* – Imaging Director

"Currently, we are using 3M for coding and MModal for transcription. I am happy with both services. I am really not sure how it will effect my work flow with the merger." – HIM Director

What You're Missing

Nearly every week you can find new research, on various topics, populating the SmartData section of Reaction Data's Research Cloud. SmartData is all of the underlying raw data for our research studies plus corresponding full executive briefs. If you're interested in acquiring the SmartData for this particular research study, please contact Erik Westerlind at ewesterlind@reactiondata.com.