



Market Reaction to the Cerner/Amazon Partnership

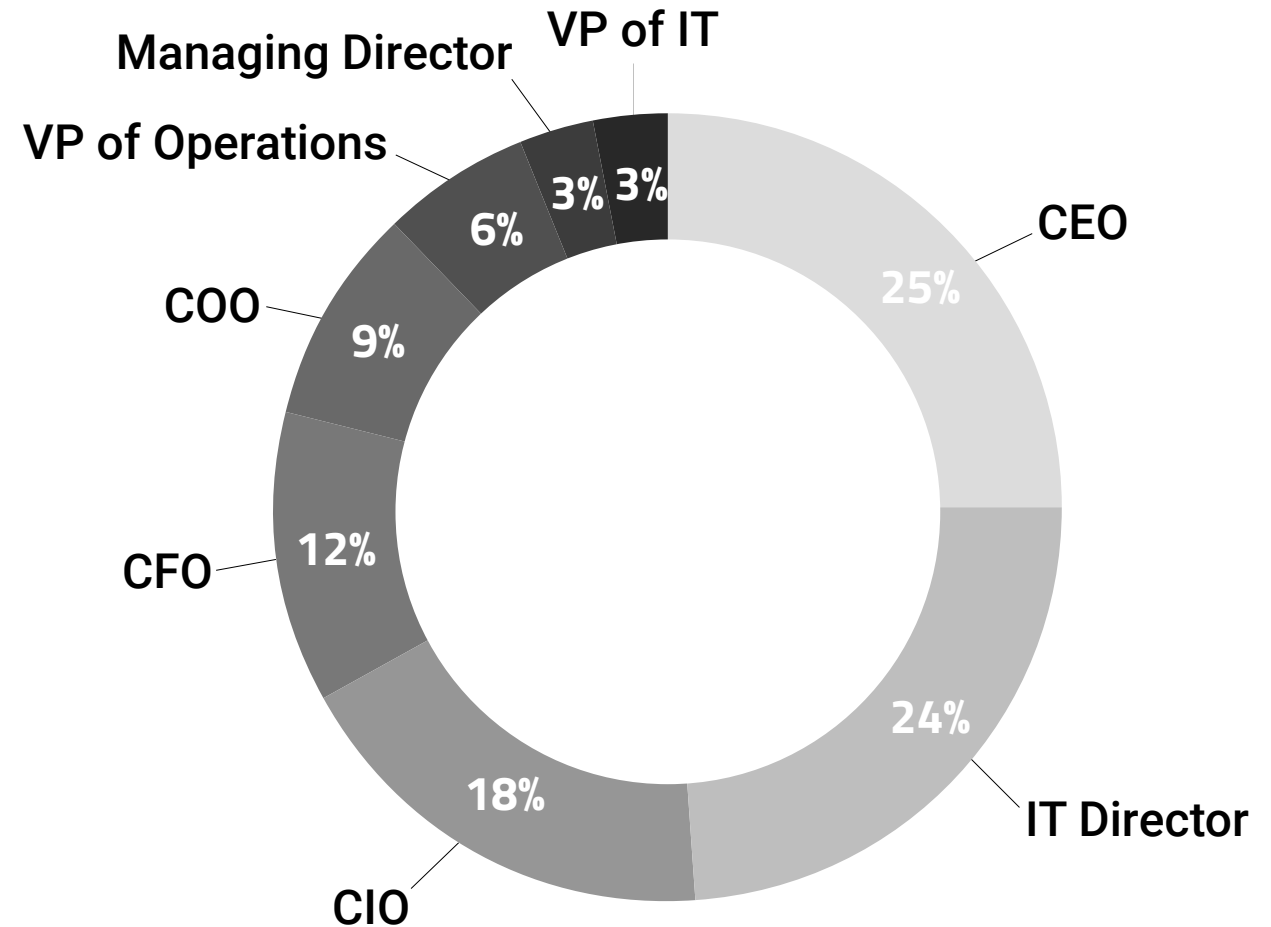
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Demographics



With so much digital disruption taking root in healthcare (for example, Epic's partnership with Apple), it was only a matter of time before two of the larger scale players partnered together. Cerner and Amazon signing a long-term strategic partnership is one of those newsworthy events that typically demands attention.

To that point, we engaged with various c-suite individuals from provider organizations around the country to get their thoughts on the Cerner/AWS partnership. How many are familiar with the announcement, what are their opinions of it, advice on how Cerner should handle it, among other insights.



Awareness of the Cerner and AWS Partnership



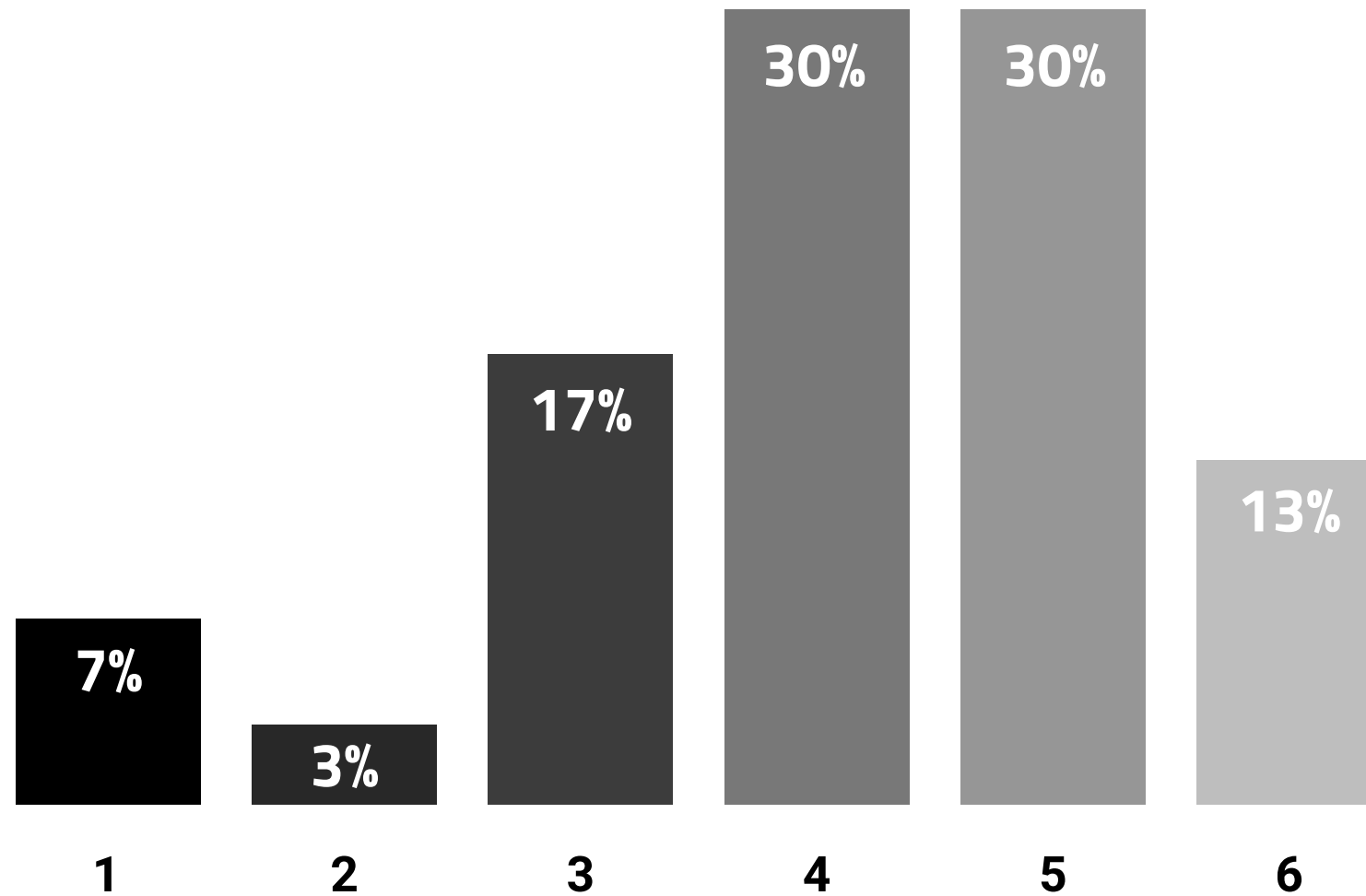
Aware of the Partnership

Unaware of the Partnership

52%

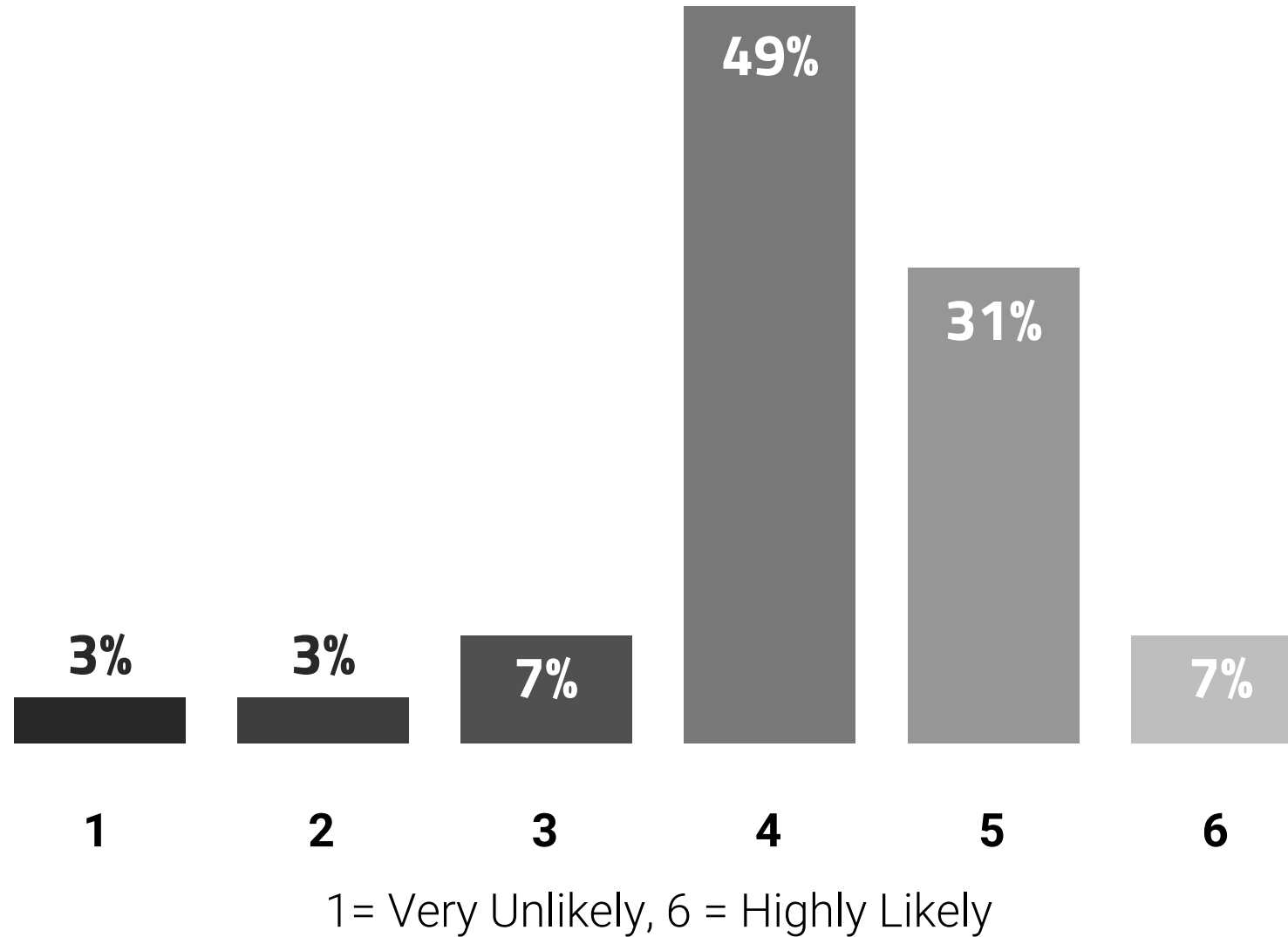
48%

Opinions of the Cerner and AWS Partnership



1 = Extremely Unfavorable, 6 = Extremely Favorable

Will There be a Positive Impact on Cerner Customers & Patients?



Advice for Cerner in Their New Partnership



“Cerner could learn a lot from Amazon on being customer-driven, but Amazon must realize that the confidentiality issues and the clinical outcome effects of their products will take them into areas that they have little concept of.” - **IT Director**

“Security, Security, Security, I would want too have confidence that this is a physically isolated environment meaning no compute, memory, or storage was shared with public cloud subscribers.”
- **CIO**

“I believe this is an opportunity for Cerner, and a means to address ‘innovative’ change in the healthcare industry.” - **CEO**

“They need this to be credible, to work and to be safe (as in data integrity).” - **CFO**

“Making the technologies more user friendly, and focusing on user experience is a top priority. Reducing the amount of documentation for clinicians is paramount.” - **IT Director**



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For more information please contact our CEO, Jeremy Bikman - jeremy@reactiondata.com



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