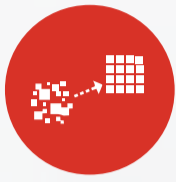


# HEALTHCARE IT SERVICES MARKET IN 2017

Findings of our first annual survey.

## TOP THREE AREAS OF GROWTH



**77%**  
*Digital transformation*



**58%**  
*Big data analytics*



**32%**  
*Cloud*



**71%**  
*Cybersecurity and Data privacy concerns*



were the primary obstacles to topline growth for the majority of respondents

## FACTORS IMPACTING MACRO-LEVEL DEMAND



*The Presidential election* **48%**



*Overall enterprise IT spend* **45%**

*More than half the respondents*



**51%**

*anticipated a growth of 20% or more in 2017*

*Nearly*



**40%**

*of respondents indicate they will "significantly" increase investments in healthcare in 2017*

## THE BIGGEST CHALLENGES IN ACHIEVING GROWTH OBJECTIVES



*Deal Conversion* **36%**



*Demand generation* **36%**

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Damo Consulting is a Chicago-based management consulting firm that works exclusively in healthcare. Our clients include healthcare enterprises and technology firms. We provide growth strategy consulting, market intelligence and digital marketing solutions.