

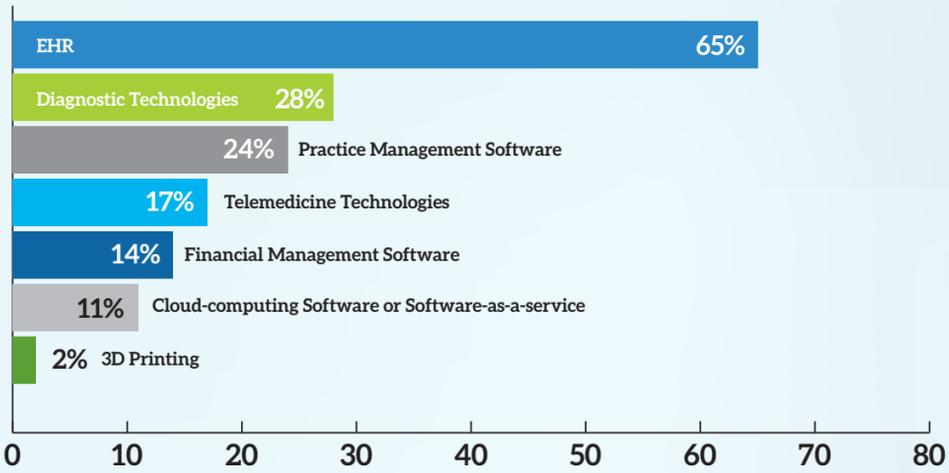
MedData Point on Physician's 2015 Practice Management Priorities

MedData Point is a market research program powered by MedData Group that collects and analyzes data from the Medical Product Guide community to provide healthcare marketers with insights into the latest trends, technologies and perceptions in healthcare among physicians and across a variety of specialties and practice sizes.

Insights into Physicians' Practice Management Priorities for 2015

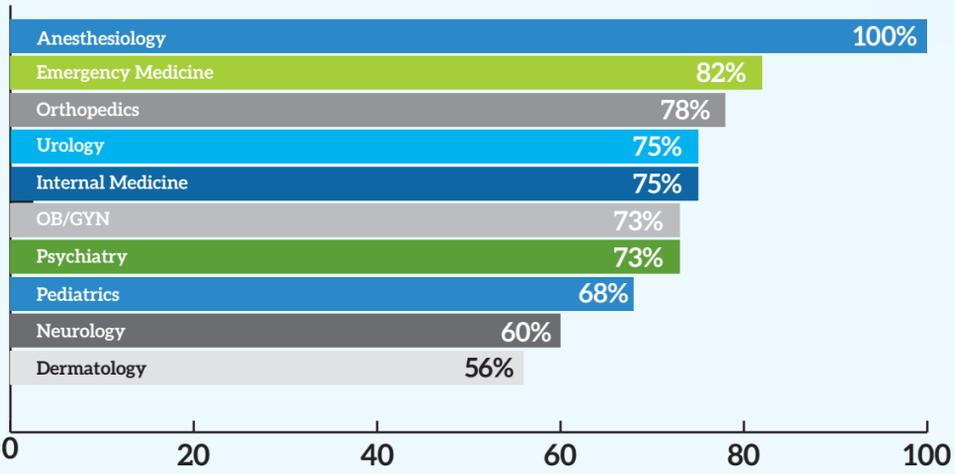
In this survey, MedData Group polled physicians across a variety of specialties and practice sizes to find out how physicians are prioritizing their practice management goals for 2015. The data below is reflective of the 254 physicians who participated.

The medical technologies that physicians predict will have the greatest impact on their practice in 2015:



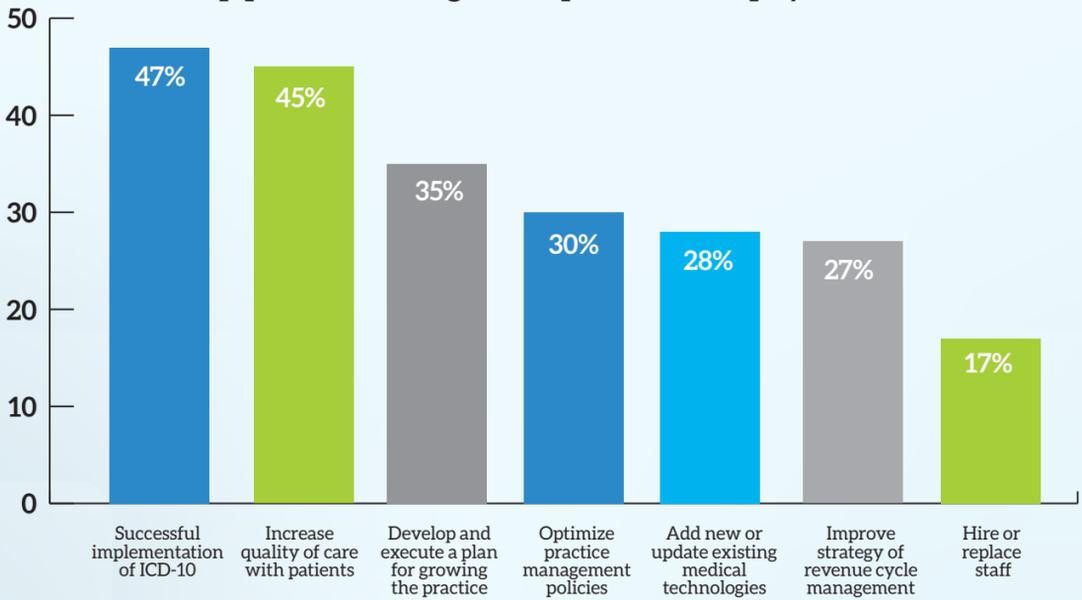
EHR is the top technology two years in a row that physicians list as having the biggest impact on their practices.

65% of physicians report EHR as the most influential medical technology for their practices in 2015. Of the physicians polled, the top 10 specialties that cited a focus on EHR are:



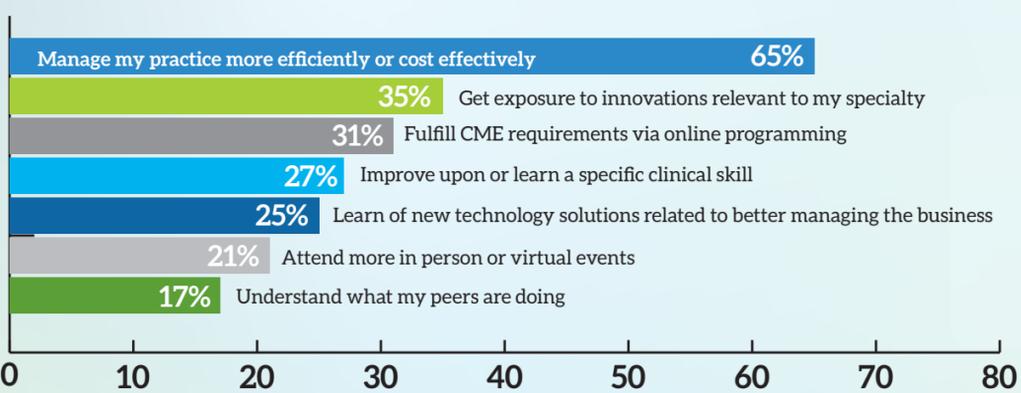
Diagnostic technologies have more than doubled in significance for 2015 (28%) compared with 2014 (11%)

Top practice management priorities for physicians in 2015



Successful implementation of ICD-10 is the top 2015 practice management priority for physicians across specialties and practice sizes.

Top 2015 professional development goals for physicians



About MedData Group: MedData Group provides demand generation, content marketing, and data services for providers of healthcare technology, medical devices, pharmaceuticals, medical education and others looking to engage with hard-to-reach physicians and other healthcare communities and audiences by using a fundamentally unique approach. Learn more about our services for healthcare marketers or contact us today.



Follow us on Twitter: @MedDataGroup #MedDataPoint

Download this infographic at: www.meddatagroup.com/infographic-2015-practice-management-priorities