FINAL KEY AUDIENCE REPORT: INTRODUCTION

For Phase I of the HCUP marketing communications plan, GYMR agreed to develop a key audience report to identify possible candidates for HCUP products, segment audiences into specific, targeted groups, and identify leadership organizations with the greatest potential interest in HCUP products. GYMR is pleased to present AHRQ and Medstat with this final report.

- Section I provides a summary of GYMR's research findings and implications; a chart with information on potential audience size; and a brief discussion and matrix that describes GYMR's recommendations and rationale for promoting HCUP products to key audience segments and suggested influencer groups.
- Section II provides a discussion of GYMR's background review of data and information.
- Section III provides a summary of interviews with known HCUP users and HCUP users targeted for expanded use.
- Appendix A provides summaries of "soft soundings" with potential HCUP partners.
- Profiles of potential influencer groups are in Appendix B.

SECTION I: HCUP KEY AUDIENCES FINAL REPORT

Summary

HCUP has wide appeal. Based on HCUP purchasing data, public documents, and other background information, it is clear that HCUP data appeals to a wide variety of users. A cursory review of HCUP purchaser lists indicates especially interest from the academic community—primarily from the medical, public health, and health services disciplines—and large consulting firms as well as pharmaceutical companies, healthcare organizations, children's hospitals, foundations and institutes, and Federal agencies.

HCUP has committed users. Representatives from key HCUP audiences interviewed by GYMR place a high value on HCUP database and software products.

Organizations are interested in partnering with AHRQ to promote HCUP. GYMR's "soft soundings" with potential partners indicates strong interest in working with AHRQ HCUP staff to promote HCUP data as well as an array of opportunities to reach key audience segments.

Influencer groups with potential interest in HCUP messages can be targeted. Research into influencer groups suggests that potential HCUP audiences can be reached through a number of key organizations with communications channels reaching HCUP audience segments.

Key Findings

GYMR's review of publicly available information about specific HCUP audiences reveals the following:

Academic users comprise the largest potential universe of HCUP users. These users include medical faculty and researchers, students, and residents, at schools of medicine, pharmacy, and public health, as well as in university health centers, teaching hospitals, and Veteran's Administration medical centers.

Medical educators, researchers, students and residents are a huge potential audience for HCUP adoption, especially NIS and perhaps KID, reachable through established communications channels.

Academic users appear to purchase the majority of SID and SASD data—and thus may be a potential audience for these databases—although GYMR found very little documentation about actual uses of the data. Among academic users represented by the American Association of Medical Colleges include 105,000 medical faculty, 66,000 students, and 97,000 residents. These and the numbers provided for other key audiences in this report approximate the maximum number of members for a key audience, as not all members will be interested in HCUP data.

Schools of public health, which include epidemiology and health services programs, are a significant potential audience for NIS and perhaps KID with fewer defined communications channels that may require strong outreach efforts. Members of the American Association of Schools of Public Health boast an estimated total of 15,000 students and 3,000 faculty members. In addition, many schools of public health also have affiliated health services research and policy centers with a wide range of research personnel.

The academic community is the most visible user of HCUP information, especially NIS. The following list represents a breakdown of the workplace affiliation of authors who used HCUP data in the sampling of 80 abstracts of published articles listed on the AHRQ Web site.

- University (medical schools, teaching hospitals, university health centers, schools of medicine, pharmacy, and business) - 45
- Government (AHRQ, FDA, CDC) - 16
- Pharmacy – 6
- Consulting – 6
- Hospital – 3
- Association – 2
- Unknown affiliation – 1

Consulting and research firms are major users of HCUP data purchasers, but the data provides little insight into possible audience segments using specific HCUP products. Reaching consultants and research organizations effectively may require intensive direct outreach followed by outreach through specialty membership organizations and influencer groups. While

consultants cite a few influencer organizations, those interviewed by GYMR tended to learn about HCUP through previous jobs in the Federal or state government or from colleagues.

Federal users—highly desired because they lend credibility and visibility to HCUP data—are actually a small but critical universe and may be fairly easy to reach. GYMR's research indicates that Federal users can be reached through vendor presentations conducted by most agencies and through Federal communications channels, such as monthly OCPL meetings. In addition, it may be possible to identify specific groups of Federal users, such as health economists working for DHHS—through the use of labor codes affixed to their online employee data (HHS employee finder).

Hospitals—which appear to represent a large potential HCUP audience—actually employ only a small number of internal staff that might potentially use HCUP data. However, GYMR discovered that the American Hospital Association serves not only 400 corporate members but also 37,000 individual members. It is probable that some of these members are consultants that provide services to local, regional, and national healthcare entities and can be reached through purchased mailing lists.

Children's hospitals appear to be interested in KID data, based on GYMR's cursory review of KID purchase data.

AHRQ does not appear to maximize promotion of HCUP data to its own grantees. A review of the AHRQ Web site, including a list of HCUP grantees, found little evidence that grantees used (i.e., cited) HCUP databases or other products. AHRQ does include mention of HCUP databases in appropriate program announcements and other web-based information.

Based on a cursory review of user data and other background information, HCUPnet is a popular destination and has the potential to serve as an identifiable flagship for HCUP products as well as an ongoing marketing tool.

Implications

AHRQ can build on its successes within the academic community to create a broader awareness and adoption of HCUP products. For academic users, promotion of NIS, KID, and HCUPnet should be a high priority for the near-term. At the same time, AHRQ should educate academic users whenever possible about the benefits of using SASD and SID data and seek to clarify the potential level of interest by academic users.

HCUP should consider ways to tap and maximize the support of its committed users in promoting HCUP products. Tapping HCUP users, for instance, to contribute to a special HCUP supplement of an academic journal could provide a cost effective means (approximately $40,000, according to AHRQ staff estimate) for making the HCUP product line more visible and credible among researchers and the public.

As key ambassadors for the HCUP program, AHRQ HCUP staff should focus its attention on determining the information needs and audience segments of difficult-to-reach audiences that may require direct outreach. AHRQ staff may wish to utilize some of its staff resources to do direct outreach to consulting and research groups, as well as unexplored groups such as pharmaceutical companies, whose staff have previously purchased HCUP data.

AHRQ needs additional information to conduct highly effective targeted marketing outreach to some key audiences, as it is difficult to ascertain uses and value of the data to many purchasers. GYMR understands that AHRQ will seek such information under another contract. In the meantime, GYMR learned through its soft soundings with AcademyHealth staff that HCUP has been one of the most popular seminars at its meeting for the past several years, requiring two sessions to accommodate demand. AHRQ can take advantage of this "captive audience" by requesting lists of meeting participants and perhaps contacting 3 or 4 after each meeting to learn more about their research interests.

Researchers at children's hospitals, who have demonstrated clear interest in the KID, should be targeted for HCUP promotion. Through its soft soundings with staff of the National Association of Children's Hospitals and Related Institutions, GYMR identified significant partnership opportunities to reach this important audience.

While hospitals may be a very small market, it may be possible to reach some consultants and researchers who serve them through the American Hospital Association. AHRQ's marketing plan should consider ways to incorporate outreach to the AHA.

While some groups have commented on the HCUPnet site via surveys and demonstrations, it does not appear that AHRQ has conducted formal usability testing. As part of the HCUPnet redesign process, GYMR recommends that AHRQ consider usability testing with its known and desired audiences before launching its new Web site to ensure that key audience segments can use and navigate the site. It is possible that AHRQ can conduct usability testing via the NCI usability lab.

Recommendations and Rationale for Key HCUP Audiences

In preparing the HCUP key audience report, GYMR evaluated the universe of possible candidates for HCUP information and categorized them into target audiences and audience segments. Using Bureau of Labor Statistics (BLS) charts, GYMR located employment data to establish an estimate of the size of these audience segments. Chart A, at the end of this section, provides the information secured during this research. While these publicly available figures are less-than-perfect, they do provide a baseline for determining if audience segments are sufficiently large to warrant HCUP promotion efforts. They may also help define the actual size of certain key audiences—especially Federal health services researchers. Finally, GYMR investigated key leadership organizations with a potential interest in HCUP data and the ability to communicate about HCUP to key audience segments. As promised, GYMR captured all of this information, including an estimate of size and rationale for promoting HCUP products to specific audience segments, in a matrix format, provided on subsequent pages of this report. This final report includes a simplified version of this matrix.

Explanation of Key HCUP Audiences Matrix

The first column of the key HCUP Audiences Matrix lists the target audience and primary, secondary, and tertiary audience segments for each HCUP database product. It also provides the types of organizations and entities that generally employ those who belong to these audience segments. Using the internal channels provided by employers to communicate relevant information can be an effective tactic for reaching audience segments.

The second column provides the estimated audience size, based on BLS data referenced in Chart A. In addition, it describes the rationale for ranking the audience segments chosen, per AHRQ HCUP staff's request.

The third column lists influencer groups that may have the greatest potential for reaching HCUP audience segments. Influencer groups are generally membership organizations, advocacy groups, foundations or other institutions that serve an important role in disseminating vital professional information to their constituents. For instance, many health services researchers working for the Federal government belong to the American Public Health Association. As a key influencer group, APHA ensures that members receive the latest news on relevant topics. While some Federal researchers may indeed discover HCUP database sources through government channels, others may hear about it through an APHA session dealing with data topics or from a foundation newsletter. The effective diffusion of information, especially to busy professionals, requires multiple channels to break through the noise. Thus, GYMR would target not only Federal agencies, but also outside influencer groups to enhance the chance of successful HCUP marketing efforts.

GYMR based its choice of influencer groups on knowledge of the healthcare arena, coupled with extensive Internet searches conducted in the last two months on relevant Web sites. In addition, GYMR compiled a list of potential influencer groups, developed mini-profiles, presented in Appendix B. Based on this information GYMR made a tentative recommendation for influencer groups. We anticipate refining this list further and, some cases providing information on select consumer groups, for the final HCUP marketing plan.

In some cases, as AHRQ and Medstat will notice, the influencer groups may be similar for different audiences. This is because the same influencer groups may serve distinct HCUP audiences. As GYMR develops its implementation plan, it may recommend focusing the attention of certain influencer groups on specific products.

Key HCUP Audiences Matrix

Nationwide Inpatient Sample/HCUP Software Products

Key Audience Segments	Key Audiences: Size & Rationale	Influencer Groups
Academic Audience: Medical/Health **Audience Segments** *Primary:* Medical scientists, educators, and students *Secondary:* Medical and health sciences librarians/information specialists, public relations managers *Tertiary:* deans/administrators/medical program directors **Institutions/Entities** University/Teaching Hospitals VA Medical Centers Academic Health Centers Schools of Medicine Schools of Public Health	*Maximum Estimated Audience Size:* **Schools of Medicine and Public Health (includes health services programs)*** Schools of medicine Students 66,000 Residents 97,000 Faculty 105,000 Schools of public health Students 15,003 Faculty 3,133 VA medical centers 400 Medical/health sciences librarians 3,600 Public relations managers 6,400 **Total 296,536** *Rationale:* Academic audiences are a primary audience because they demonstrate the strongest interest and use of HCUP data. They represent the largest potential audience for HCUP adoption. Medical and health sciences librarians/information specialists and public relations managers are a secondary audience because they have significant contact with students and faculty—either directly or through internal communications sources—so they can serve as important conduits of information to these groups. Finally, deans/administrators/and medical program directors are a tertiary audience that may influence the overall curriculum decisions and thus can be highly influential in leveraging HCUP promotion throughout the system of schools of medicine and public health. Through its research, GYMR has identified medical and health related educational institutions as having the greatest potential for promoting HCUP marketing information to possible users. Note: 3600 health sciences librarians represent 1,100 institutions	**Umbrella Groups** • American Association of Medical Colleges • Academy Health • Research! America **Associations and Professional Societies** • Association of Schools of Public Health • Association for Academic Surgery • Association of Professors of Cardiology • Association of Professors of Gynecology and Obstetrics • Society for Academic Continuing Medical Education • Association of Program Directors in Surgery • Association of Medical and Health Sciences Librarians • African American and Hispanic Medical Groups **Foundations, Institutes, and Centers** • Robert Wood Johnson Foundation • Commonwealth Fund • Grantmakers in Health • Center for Studying Health System Change

* Except for the estimate of the size of the public relations audience, the data on this page does not come from the online Bureau of Labor Statistics charts used to estimate other audiences. GYMR collected information to estimate the size of academic audiences via phone calls to graduate schools of public health and from Web sites of the American Association of Medical Colleges Web and the Association of Schools of Public Health Web site.

Nationwide Inpatient Sample/HCUP software products

<table>
<tr><th>Key Audience Segments</th><th>Key Audiences: Size & Rationale</th><th>Influencer Groups</th></tr>
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<td>

Federal Government: Medical/Health

Audience Segments

Primary: Health services economists, statisticians
Secondary: Public relations managers, librarians
Tertiary: Grantees and contractors

Others: Medical and environmental scientists and market research analysts medical and health services managers

Institutions/Entities
Agencies that deal directly with health or conduct health services research:
-- Health and Human Services (e.g., CDC, HRSA)
-- Department of Veteran Affairs
-- Environmental Protection Agency
-- Social Security Administration (SSA)
-- State and Territorial Health Departments
-- OSHA
-- Office of Personnel Management
-- Department of Defense

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Maximum Estimated Audience Size:

Federal government staff and consultants in health and medical disciplines	
Economists	3,940
Environmental science and protection Technicians, incl. health	350
Grantees and contractors	No data
Librarians	2,000
Market research analysts	1,530
Medical and health services managers	9,560
Medical scientists, except epidemiologists	1,200
Public relations managers	740
Statisticians	3,360
Total	**22,680**

Rationale: Federal government users represent a highly visible and credible audience. Within the federal government, health services economists and statisticians are a primary audience because they typically work with program directors and contractors to determine what types of data is available and appropriate for use in key government studies, reports, and publications. They may also serve as advisors to others with strong content or discipline knowledge, such as medical and environmental scientists or market research analysts. Public relations managers and Federal librarians are a secondary audience because they can serve as key sources for the primary audiences about HCUP data. Grantees and contractors are a potentially large audience that can leverage their knowledge of HCUP data to shape the overall direction of research through grant and contract proposals.

Through its research, GYMR has identified key government entities that have significant potential to use HCUP data. Many of these government groups have established means for communicating vendor information to the appropriate staff, as well as internal communications vehicles. As HCUP gains wider currency, this list may grow. For instance, the General Accounting Office recently used HCUP data, as well as the expertise of HCUP staff, for inclusion in a report on emergency room crowding.

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Umbrella Groups
- American Public Health Association
- Academy Health
- Research! America

Associations/Professional Societies
- International Society for Pharmacoeconomics and Outcomes Research
- International Health Economics Association
- American Economic Association (tentative)
- American Statistical Association
- Council of State and Territorial Epidemiologists
- National Association of Health Data Organizations
- National Association of Public Hospitals and Health Systems
- African American and Hispanic Medical Groups

Foundations, Institutes, and Centers
- Health services research and policy centers affiliated with major schools of public health
- Robert Wood Johnson Foundation
- Commonwealth Fund
- Grantmakers in Health
- Veterans' Administration's "Centers for Excellence"

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Nationwide Inpatient Sample/HCUP Software Products

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<tr><th>Key Audience Segments</th><th>Key Audiences: Size & Rationale</th><th>Influencer Groups</th></tr>
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Consultants & Researchers

Audience Segments
Primary: Health services consultants, researchers and in-house staff, including health economists, and statisticians, and market analysts
Secondary: Medical and health services managers, in-house librarians, and public relations managers
Tertiary: Foundations and grant and proposal writers

Others: Medical and environmental scientists

Institutions/Entities
Major health services consulting firms
Major foundations sponsoring health services research
Research, development and testing services
Management and public relations Services

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Maximum Estimated Audience Size:

<table>
<tr><th colspan="2">Researchers and consultants</th></tr>
<tr><td colspan="2">Health services staff (Life, Physical and Social Science Occupations, including hospital staff)</td></tr>
<tr><td>Economists</td><td>60</td></tr>
<tr><td>Environmental science and protection technicians including health</td><td>930</td></tr>
<tr><td>Epidemiologists</td><td>590</td></tr>
<tr><td>Health specialties teachers, postsecondary</td><td>1,690</td></tr>
<tr><td>Librarians</td><td>2,290</td></tr>
<tr><td>Market research analysts</td><td>2,020</td></tr>
<tr><td>Medical and health services managers</td><td>165,050</td></tr>
<tr><td>Medical scientists, except epidemiologists</td><td>11,780</td></tr>
<tr><td>Public relations managers</td><td>4,240</td></tr>
<tr><td>Statisticians</td><td>460</td></tr>
<tr><td colspan="2">Consultants (Research, Development & Testing Services and Management and PR Services)</td></tr>
<tr><td>Economists</td><td>3,520</td></tr>
<tr><td>Environmental science and protection technicians including health</td><td>6,630</td></tr>
<tr><td>Epidemiologists</td><td>400</td></tr>
<tr><td>Librarians</td><td>1,640</td></tr>
<tr><td>Market research analysts</td><td>18,410</td></tr>
<tr><td>Medical and health services managers</td><td>6,000</td></tr>
<tr><td>Medical scientists, except epidemiologists</td><td>16,130</td></tr>
<tr><td>Public relations managers</td><td>9,350</td></tr>
<tr><td>Statisticians</td><td>4,100</td></tr>
<tr><td>Total</td><td>255,290</td></tr>
</table>

Rationale: Consulting groups, research organizations, and healthcare services companies are a major potential audience for HCUP data use. Background information indicates that these users purchase and utilize NIS data. Health services economists, statisticians, and market analysts are primary audiences because they make decisions or consult with each other to determine available and appropriate data sources. In house librarians and public relations managers are secondary audiences that often have contact with these audiences and serve as information sources either directly or through internal communications channels. Foundations and grant proposal writers are tertiary audiences because they have the potential to help shape the direction of research and the use of data resources through direct contact with consulting groups, research organizations, and grantees.

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UMBRELLA GROUPS
- Academy Health
- Research! America
- American Public Health Association

Associations/Professional Societies
- International Society for Pharmacoeconomics and Outcomes Research
- International Health Economics Association
- American Statistical Association
- American Association of Health Plans
- American Hospital Association
- Healthcare Information Management and Systems Society
- National Committee for Quality Assurance
- PhRMA
- National Association of Health Data Organizations
- Society of Actuaries

Foundations
- Robert Wood Johnson Foundation
- Commonwealth Fund
- Kellogg Foundation

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KIDs' Inpatient Database/HCUP Software Products

Key Audience Segments	Key Audiences: Size & Rationale	Influencer Groups
Academic Audience: Medical/Health **Audience Segments** *Primary:* Medical scientists and educators in pediatric specialties *Secondary:* Medical and health sciences librarians, public relations managers *Tertiary:* Deans/Administrators/Medical Program Directors **Institutions/Entities** University/Teaching Hospitals Academic Health Centers Schools of Medicine Schools of Public Health Children's Hospitals	*Maximum Estimated Audience Size:* **Schools of Medicine and Public Health (includes health services programs)*** Schools of medicine Students 66,000 Residents 97,000 Faculty 105,000 Schools of public health Students 15,003 Faculty 3,133 Children's Hospital Researchers No data Medical/health sciences librarians 3,600 Public relations managers 6,400 **Total 296,136** *Rationale:* Academic audiences are a primary audience because they demonstrate the strongest interest and use of HCUP data, including KID. Medical scientists and educators in pediatric specialties—along with researchers at children's hospitals—represent a clear and defined audience for KID adoption. Medical and health sciences librarians/information specialists and public relations managers are a secondary audience because they have significant contact with students and faculty—either directly or through internal communications sources—so they can serve as important conduits of information to these groups. Finally, deans/administrators/and medical program directors are a tertiary audience that may influence the overall curriculum decisions and thus can be highly influential in leveraging HCUP promotion throughout the system of schools of medicine and public health. Through its research, GYMR has identified medical and health related educational institutions as having the greatest potential for promoting HCUP marketing information to possible users. **Note: 3600 health sciences librarians represent 1,100 institutions.**	**Umbrella Groups** • Research!America • Academy Health • American Association of Medical Colleges **Associations and Professional Societies** • Association of Schools of Public Health • Ambulatory Pediatric Association • American Academy of Pediatrics • Society for Pediatric Research • American Pediatric Surgery Association • National Association of Children's Hospitals • African American and Hispanic Medical Groups **Foundations** • Nemours Foundation • Robert Wood Johnson Foundation • Families USA • David and Lucile Packard Foundation • Commonwealth Fund

* Except for the estimate of the size of the public relations audience, the data on this page does not come from the online Bureau of Labor Statistics charts used to estimate other audiences. GYMR collected information to estimate the size of academic audiences via phone calls to graduate schools of public health and from Web sites of the American Association of Medical Colleges Web and the Association of Schools of Public Health Web site.

KIDs' Inpatient Database/HCUP Software Products

<table>
<tr><th>Key Audience Segments</th><th>Key Audiences: Size & Rationale</th><th>Influencer Groups</th></tr>
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Federal Audience: Medical Health

Primary: Health services economists and statisticians
Secondary: Public relations managers, librarians
Tertiary: Grantees and contractors

Others: Medical and environmental scientists, market analysts

Federal Government
Agencies that deal with maternal and child health or conduct health services research:
-- Health and Human Services
-- National Institutes of Health

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Maximum Estimated Audience Size:

Federal government staff and consultants in health and medical disciplines	
Economists	3,940
Environmental science and protection technicians, incl. health	350
Grantees and contractors	No data
Librarians	2,000
Market research analysts	1,530
Medical and health services managers	9,560
Medical scientists, except epidemiologists	1,200
Public relations managers	740
Statisticians	3,360
Total	**22,680**

Rationale: Federal government users represent a highly visible and credible audience for KID data use. Within the federal government, health services economists and statisticians are a primary audience because they typically work with program directors and contractors to determine what types of data is available and appropriate for use in key government studies, reports, and publications. They may also serve as advisors to others with strong content or discipline knowledge, such as medical and environmental scientists or market research analysts. Public relations managers and Federal librarians are a secondary audience because they can serve as key sources for the primary audiences about HCUP data. Grantees and contractors are a potentially large audience that can leverage their knowledge of HCUP data to shape the overall direction of research through grant and contract proposals.

GYMR will continue to identify specific government agencies that have significant potential to use HCUP KID data. Many of these government groups have established means for communicating vendor information to the appropriate staff, as well as internal communications vehicles.

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Umbrella Groups
- American Association of Medical Colleges
- Academy Health
- Research! America

Associations and Professional Groups
- International Society for Pharmacoeconomics and Outcomes Research
- International Health Economics Association
- American Statistical Association
- Council of State and Territorial Epidemiologists

Foundations
- Nemours Foundation
- Robert Wood Johnson Foundation
- Families USA
- David and Lucile Packard Foundation
- Commonwealth Fund
- Center on Budget and Policy Priorities

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KIDs' Inpatient Database/HCUP Software Products

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Consultants & Researchers

Audience Segments
Primary: Health services consultants, researchers and in-house staff, including health economists, and statisticians, and market analysts
Secondary: In house librarians, and public relations managers
Tertiary: Foundations and grant and proposal writers

Others: Medical and environmental scientists

Institutions/Entities
Major health services consulting firms
Major foundations sponsoring health services research
Research, development and testing services
Management and public relations Services

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Maximum Estimated Audience Size

Researchers and consultants	
Health services staff (Life, Physical and Social Science Occupations, including hospital staff)	
Economists	60
Environmental science and protection technicians including health	930
Epidemiologists	590
Health specialties teachers, postsecondary	1,690
Librarians	2,290
Market research analysts	2,020
Medical and health services managers	165,050
Medical scientists, except epidemiologists	11,780
Public relations managers	4,240
Statisticians	460
Consultants (Research, Development & Testing Services and Management and PR Services)	
Economists	3,520
Environmental science and protection technicians including health	6,630
Epidemiologists	400
Librarians	1,640
Market research analysts	18,410
Medical and health services managers	6,000
Medical scientists, except epidemiologists	16,130
Public relations managers	9,350
Statisticians	4,100
Total	**255,290**

Rationale: Consulting groups, research organizations, and healthcare services companies a major potential audience for HCUP data use. Background information indicates these groups have a demonstrated interest in KID data. Health services economists, statisticians, and market analysts are primary audiences because they make decisions or consult with each other to determine available and appropriate data sources. In house librarians and public relations managers are secondary audiences that often have contact with these audiences and serve as information sources either directly or through internal communications channels. Foundations and grant proposal writers are tertiary audiences because they have the potential to help shape the direction of research and the use of data resources through direct contact with consulting

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Umbrella Groups
- Academy Health
- Research! America
- American Public Health Association

Associations/Professional Societies
- International Society for Pharmacoeconomics and Outcomes Research
- International Health Economics Association
- American Statistical Association
- American Association of Health Plans
- American Hospital Association

Foundations, Institutes, Centers, and Child Advocacy Groups

- Nemours Foundation
- Robert Wood Johnson Foundation
- Families USA
- David and Lucile Packard Foundation
- Commonwealth Fund
- March of Dimes

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State Inpatient Database/State Ambulatory Surgery Database

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Consultants & Researchers

Audience Segments
Primary: Health services consultants, researchers and in-house staff, including health economists, and statisticians, and market analysts
Secondary: Medical and health services managers, in-house librarians, and public relations managers
Tertiary: Foundations and grant and proposal writers

Others: Medical and environmental scientists

Institutions/Entities
Major health services consulting firms
Major foundations sponsoring health services research
Research, development and testing services
Management and public relations Services
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Umbrella Groups
• Academy Health
• Research! America
• American Public Health Association

Associations/Professional Societies
• International Society for Pharmacoeconomics and Outcomes Research
• International Health Economics Association
• American Statistical Association
• American Association of Health Plans
• American Hospital Association
• National Association of Health Data Organizations
• Society of Actuaries
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State Inpatient Database/State Ambulatory Surgery Database

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<td>
State government: Medical Health

Audience Segments
Primary: Economists and statisticians

Secondary: Public relations managers and librarians
Tertiary: Grant writers and contractors

Other: medical and environmental scientists, epidemiologists, market research analysts

Entities/ Institutions
State public health departments
State budget offices
State health and human services departments
State hospitals
</td>
<td>
Maximum Estimated Audience Size:
<table>
<tr><th colspan="2">State government staff and consultants in health and medical disciplines</th></tr>
<tr><td>Economists</td><td>2,100</td></tr>
<tr><td>Environmental science and protection technicians, incl. health</td><td>3,620</td></tr>
<tr><td>Epidemiologists</td><td>840</td></tr>
<tr><td>Librarians</td><td>2,670</td></tr>
<tr><td>Market research analysts</td><td>620</td></tr>
<tr><td>Medical and health services managers</td><td>7,320</td></tr>
<tr><td>Medical scientists, except epidemiologists</td><td>430</td></tr>
<tr><td>Statisticians</td><td>1,680</td></tr>
<tr><td>Public relations managers</td><td>690</td></tr>
<tr><td>Grant and contract proposal writers</td><td>No data</td></tr>
<tr><td>Total</td><td>19,970</td></tr>
</table>

Rationale: State governments are a potential but undefined HCUP audience. Economists and statistics make key decisions about use of data products and thus are a primary audience. Public relations managers and librarians serve as key information resources and are a tertiary audience. Contractors, as well as grant writers, have significant potential to advise and shape their clients' decisions and are a tertiary audience with a great deal of influence.
</td>
<td>
Influencer Groups
• National Association of State Data Organizations
• National Association of State Budget Officers
• National Association of State Medicaid Directors
• National Conference of State Legislatures
• National Governor's Association
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</table>

HCUPnet

Audience Segments	Size of Audience and Rationale	Influencer Groups
HCUPnet should be marketed as flagship product to all potential HCUP users, including academic entities and associated professional societies, Federal and state government users, consultant and research organizations, and healthcare services groups. In addition, HCUPnet can be extensively promoted through medical and health Web portals. Consumer and trade media should also be considered as serious possible audiences that can bring HCUP information to the larger American public.	The size of the audience for HCUPnet is at least as large as all audiences known to use HCUP data. The rationale for marketing HCUPnet to all audiences is that it can serve as an easy-to-use entry point for new users as well as a familiar destination for HCUP adopters.	Possible outreach could include umbrella groups for academic organizations, minority medical groups, professional specialty groups, research and consulting entities, foundations, and health and consumer media.