

# Physician Survey

**This survey with 60 physicians was conducted in July 2011 to evaluate physicians' perspective on their relationships with supply chain/materials organizations, their contribution to the product selection/purchasing decisions, and the impact of healthcare reform on their practice.**

**The survey participants included the following specialties: interventional cardiologists, interventional radiologists, cardiothoracic surgeons, and orthopedic surgeons. Participants reflected a variety of practices (single-specialty, multi-specialty, and those employed by hospitals), and types of hospitals (academic, large urban, and community) across the U.S.**

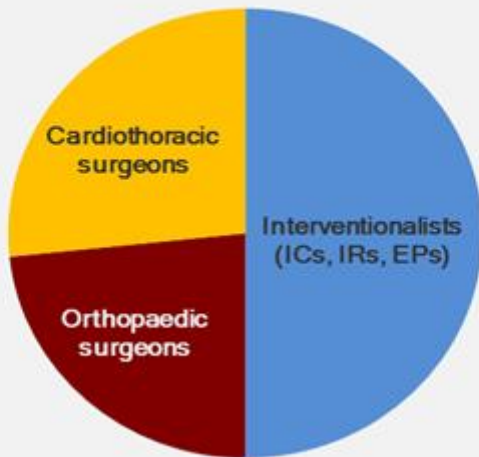
**The majority of physicians surveyed felt their relationship with their supply chain/materials organization can be described as “supportive” or “collaborative”, where both parties exchange relevant information and participate in product review & evaluation decisions. Most physicians also felt that their supply chain/materials organizations are trying to improve the overall processes to save costs and physicians like working with them on product selection decisions.**

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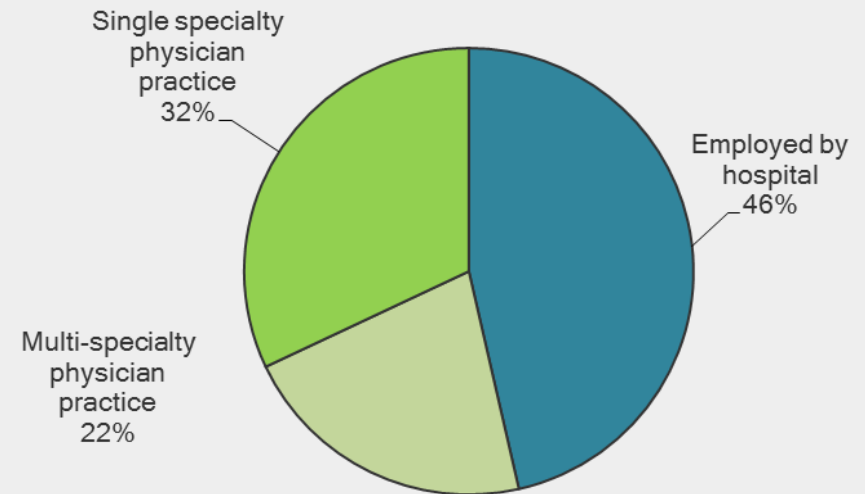


# Participating Physicians Included Surgeons and Interventionalists from Various Types of Practice Settings

Participating Physicians by Specialty  
(N=60)



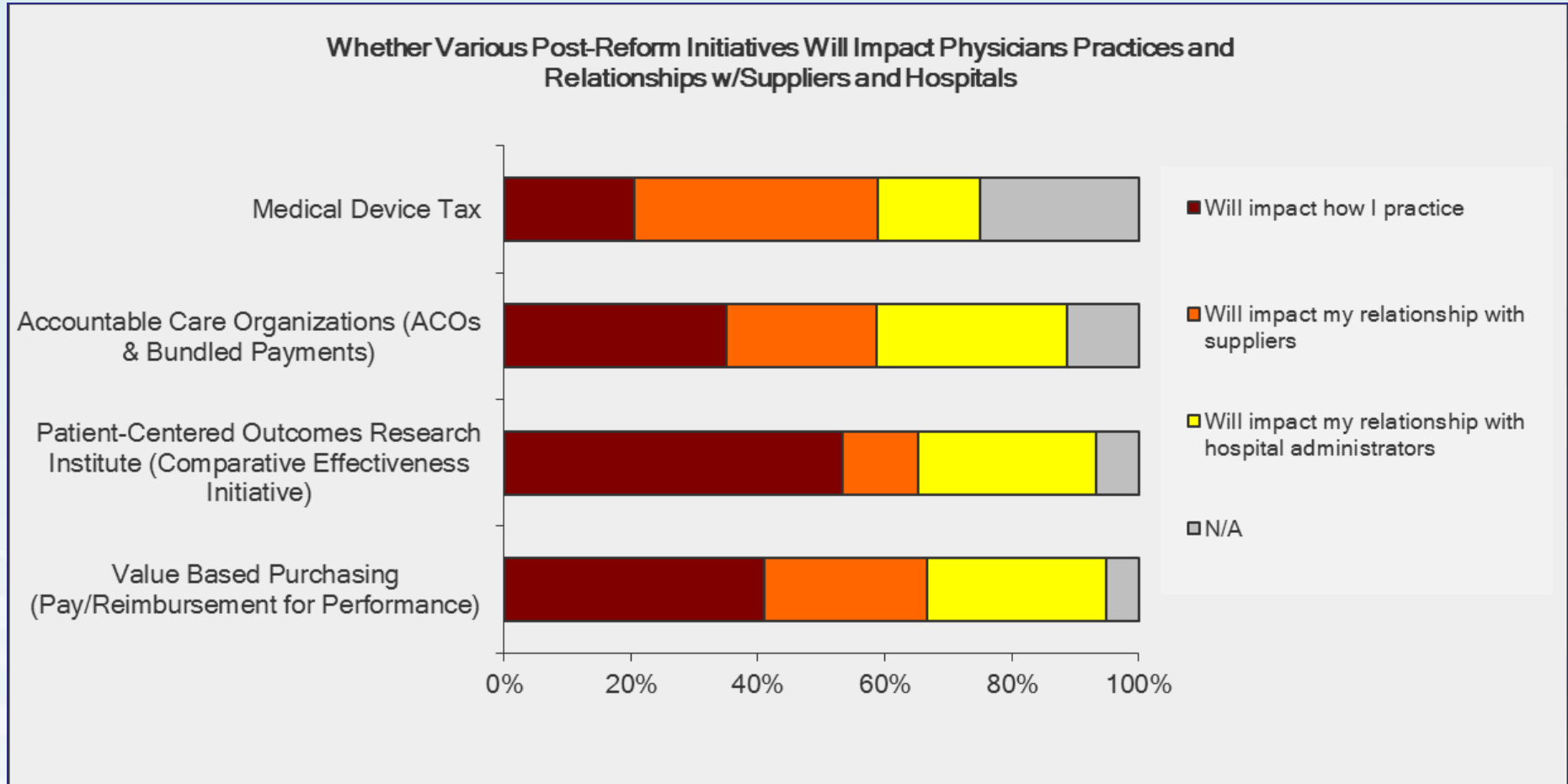
Participating Physicians by Type of Practice



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# Post-Reform Initiatives Will Impact Most Physicians' Practices and Relationships w/Suppliers & Hospitals

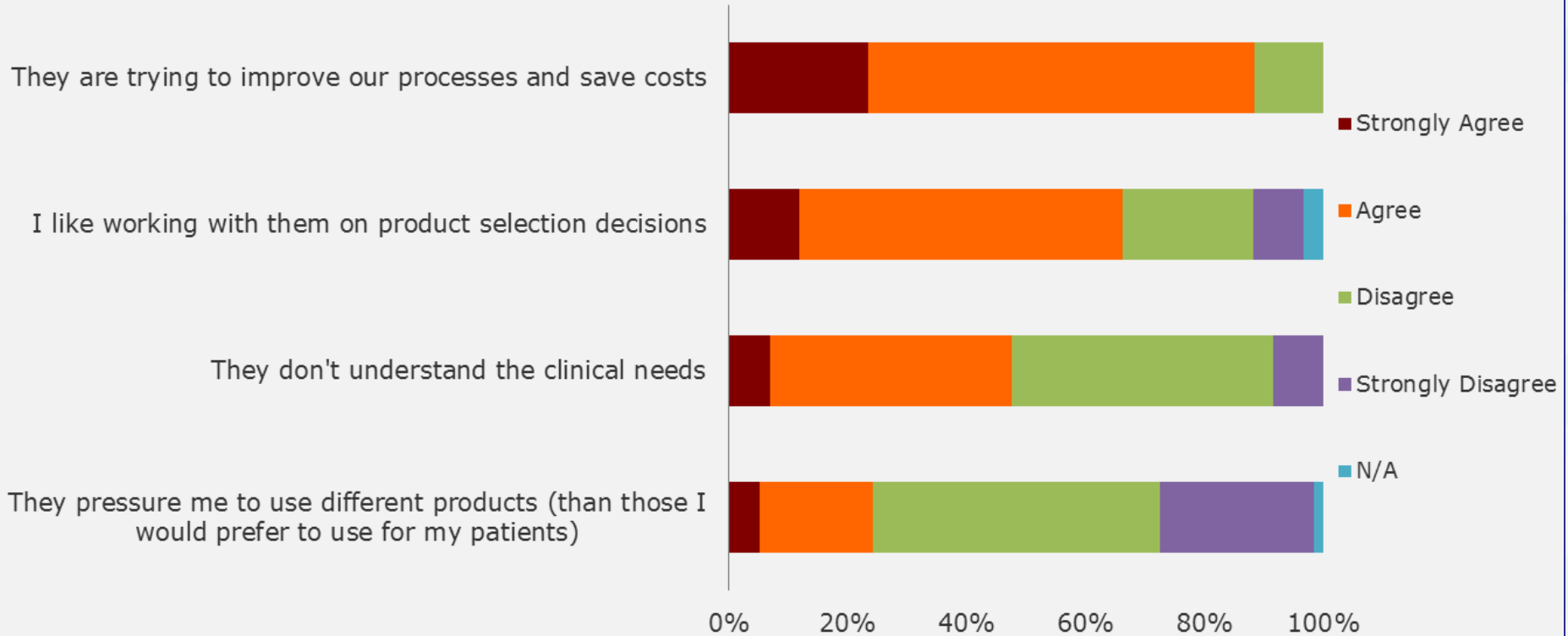


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# Most Physicians Believe Their Supply Chain Organizations Are Trying to Improve Processes and Save Costs . . .

Physicians' Current View of Their Organization's Materials Management/Supply Chain

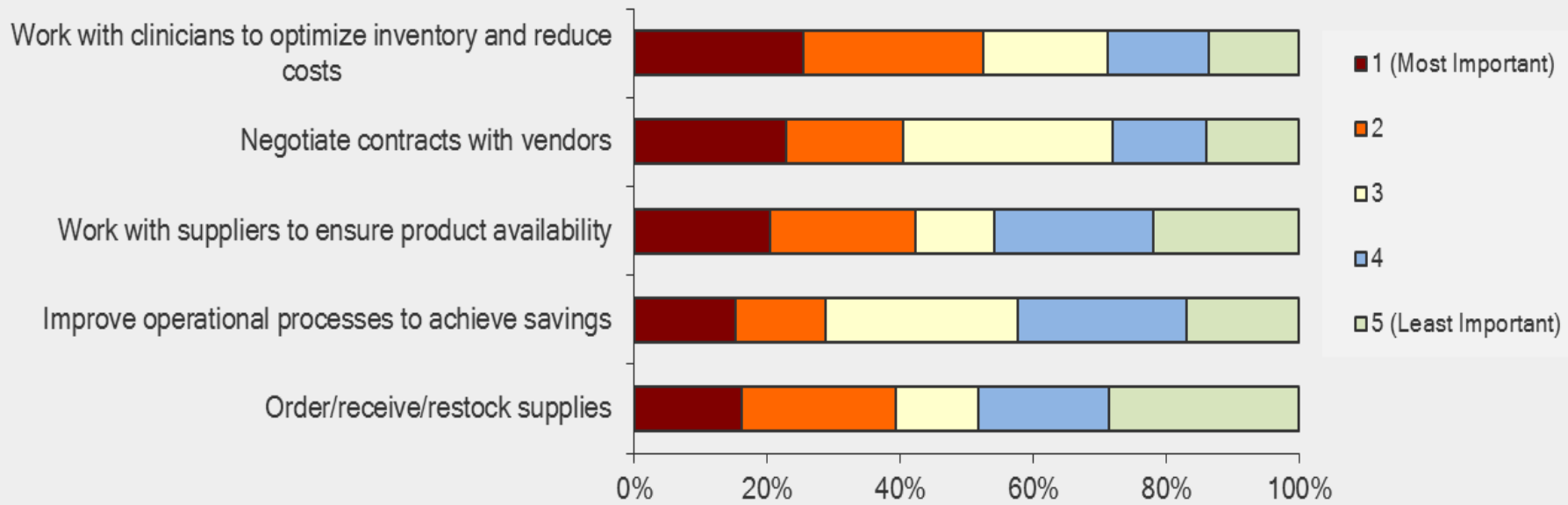


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# ...And View Supply Chain's Primary Role as That of Working with Clinicians to Achieve Cost Reduction Goals

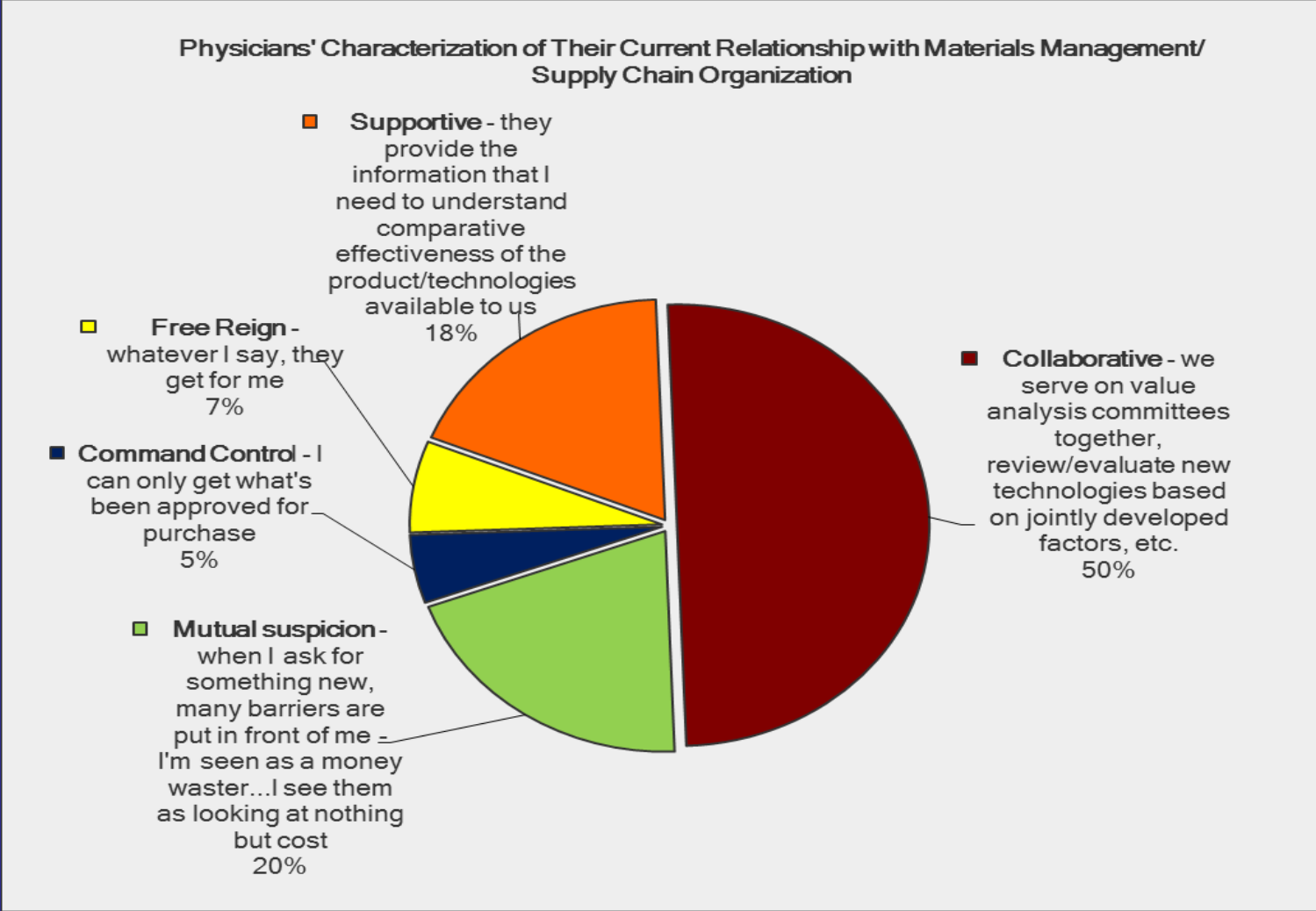
Physicians' View of Primary Role of Materials Management/Supply Chain Organization



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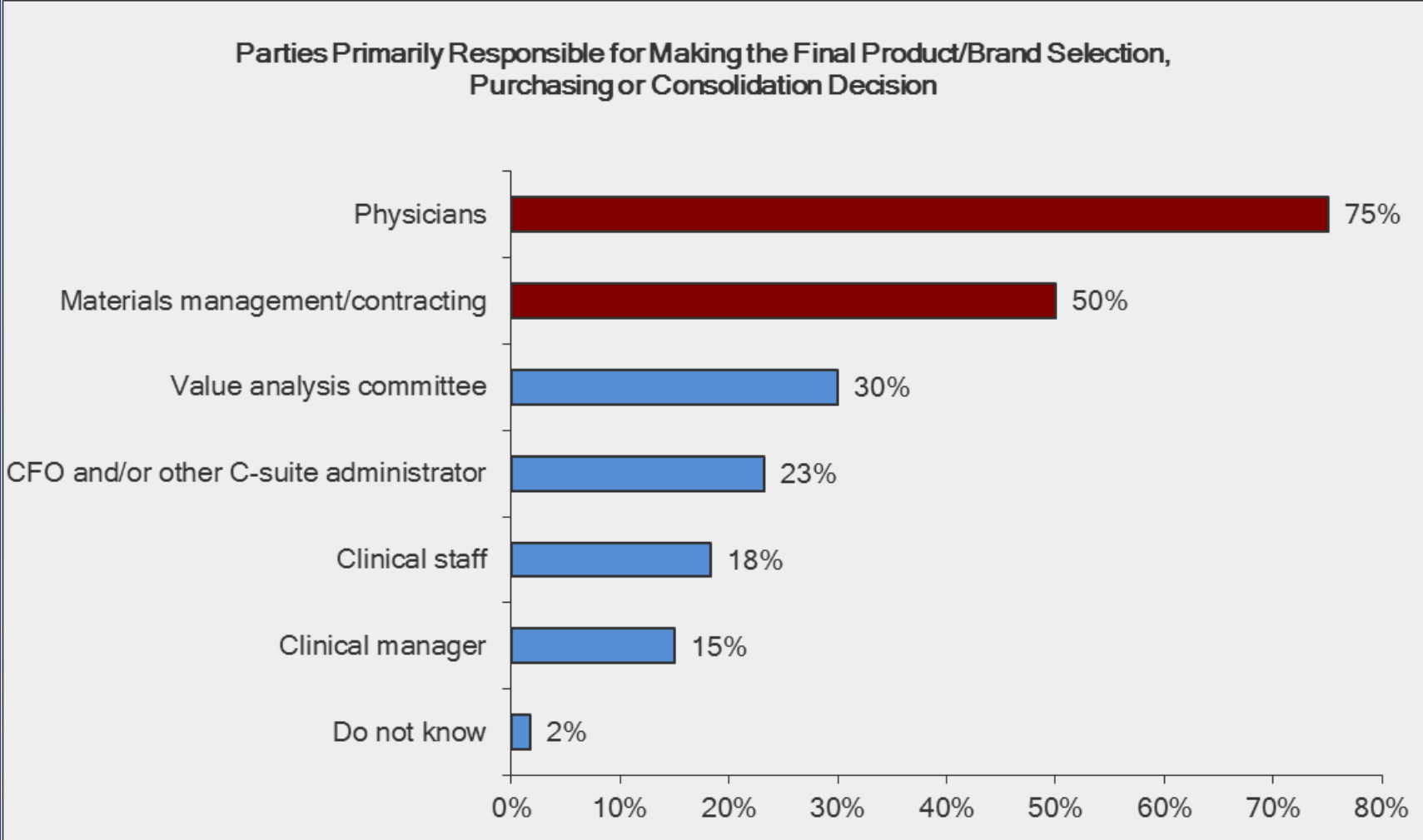
# Nearly 70% of Physicians Describe Their Relationship with Supply Chain as “Collaborative” or “Supportive”



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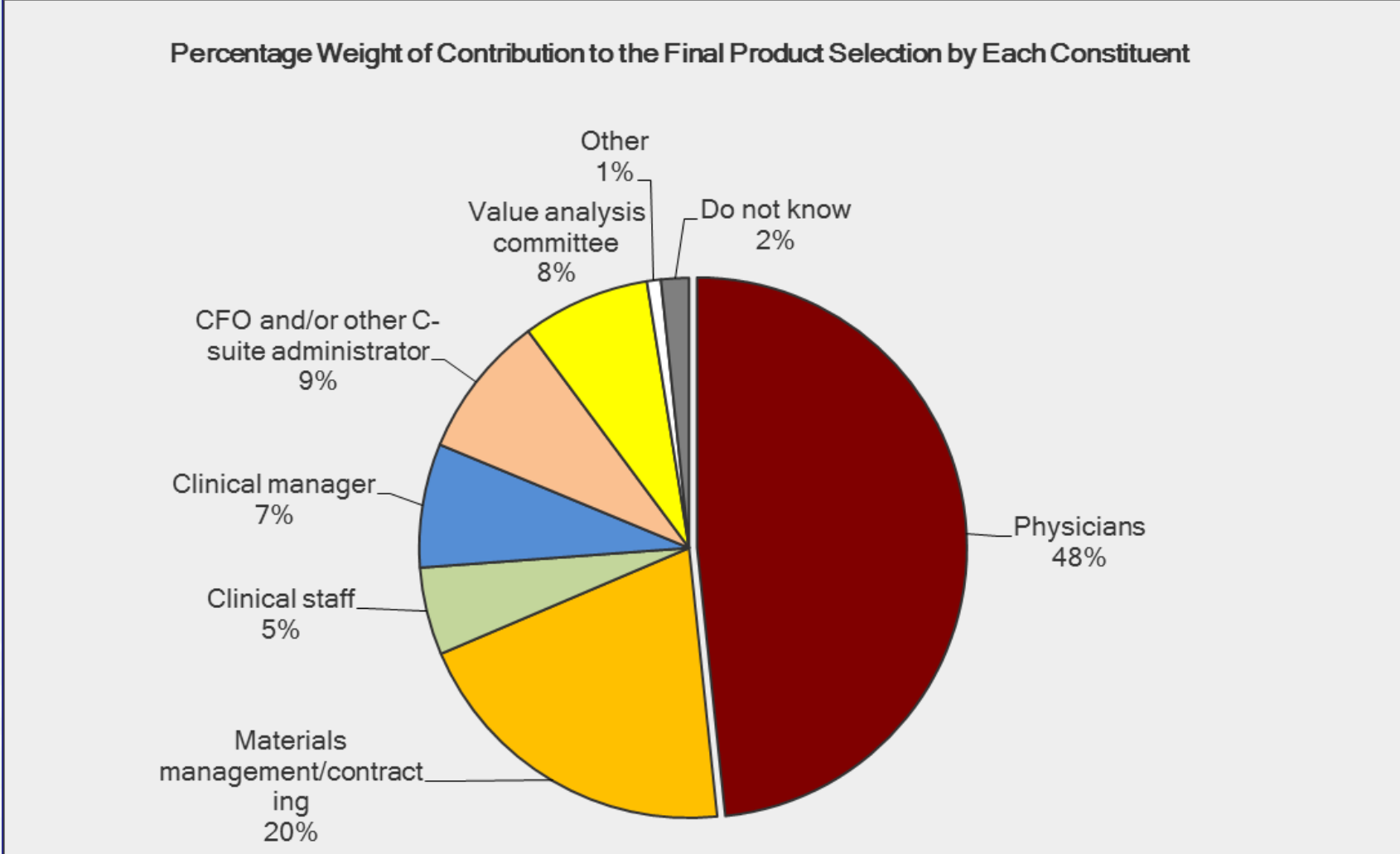
# Physicians and Materials Management Are the Top 2 Responsible Parties in the Product Selection Decisions



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# Although Many Parties Are Involved, Physicians Account for Half of Weight Contribution to the Final Selection Decision

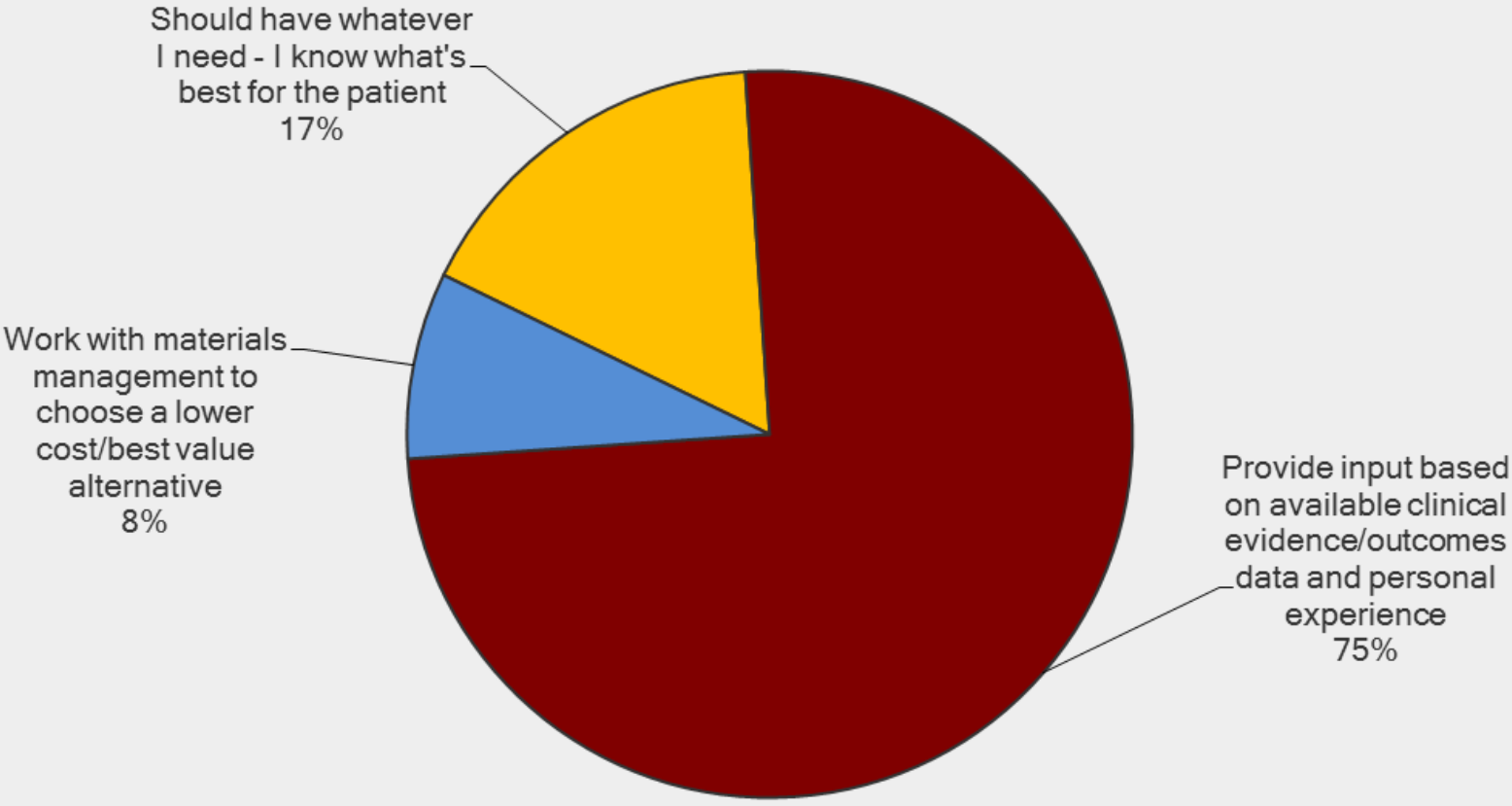


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# Physicians See Their Primary Contribution in Providing Input Based on Clinical Evidence & Their Experience w/Product

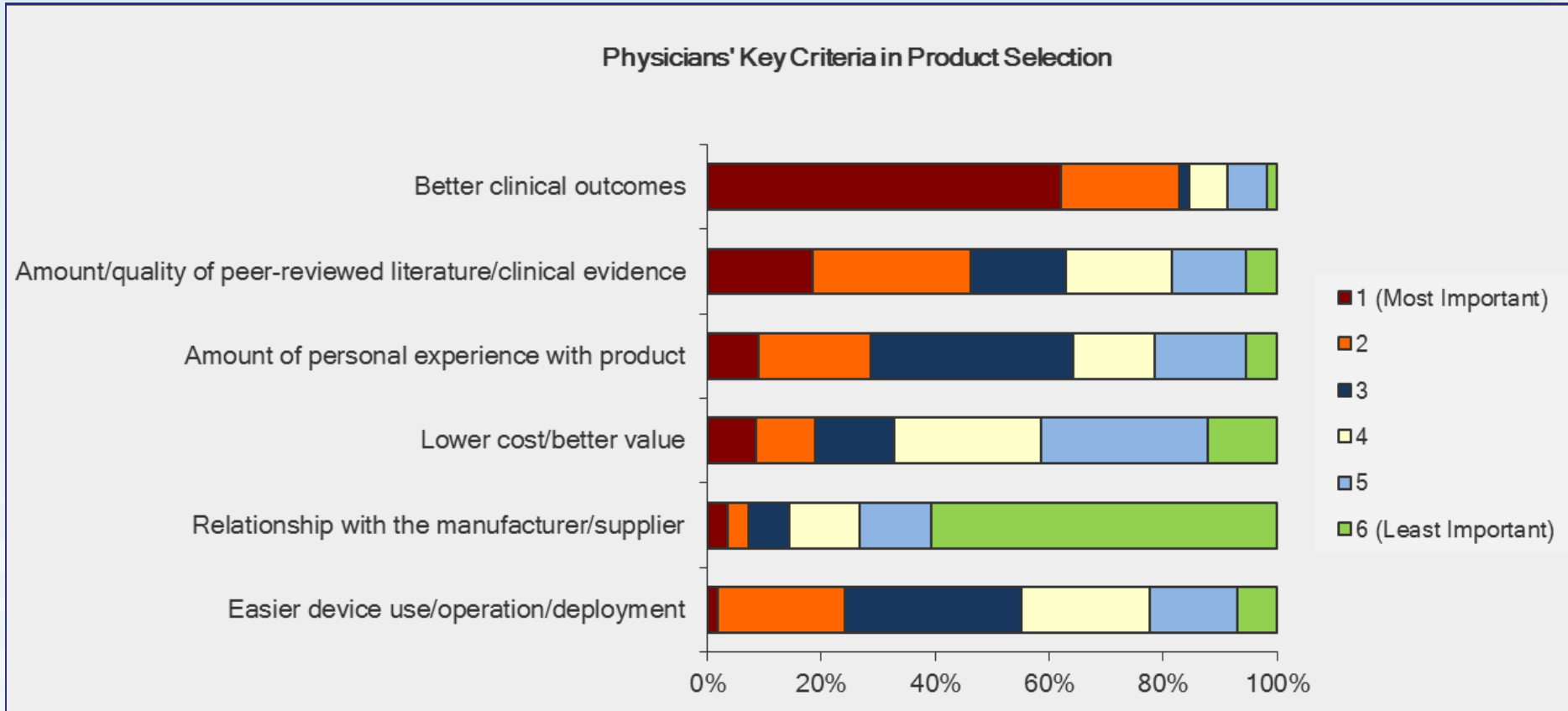
Physician Self-Described Primary Role in Product Selection/Purchase Decisions



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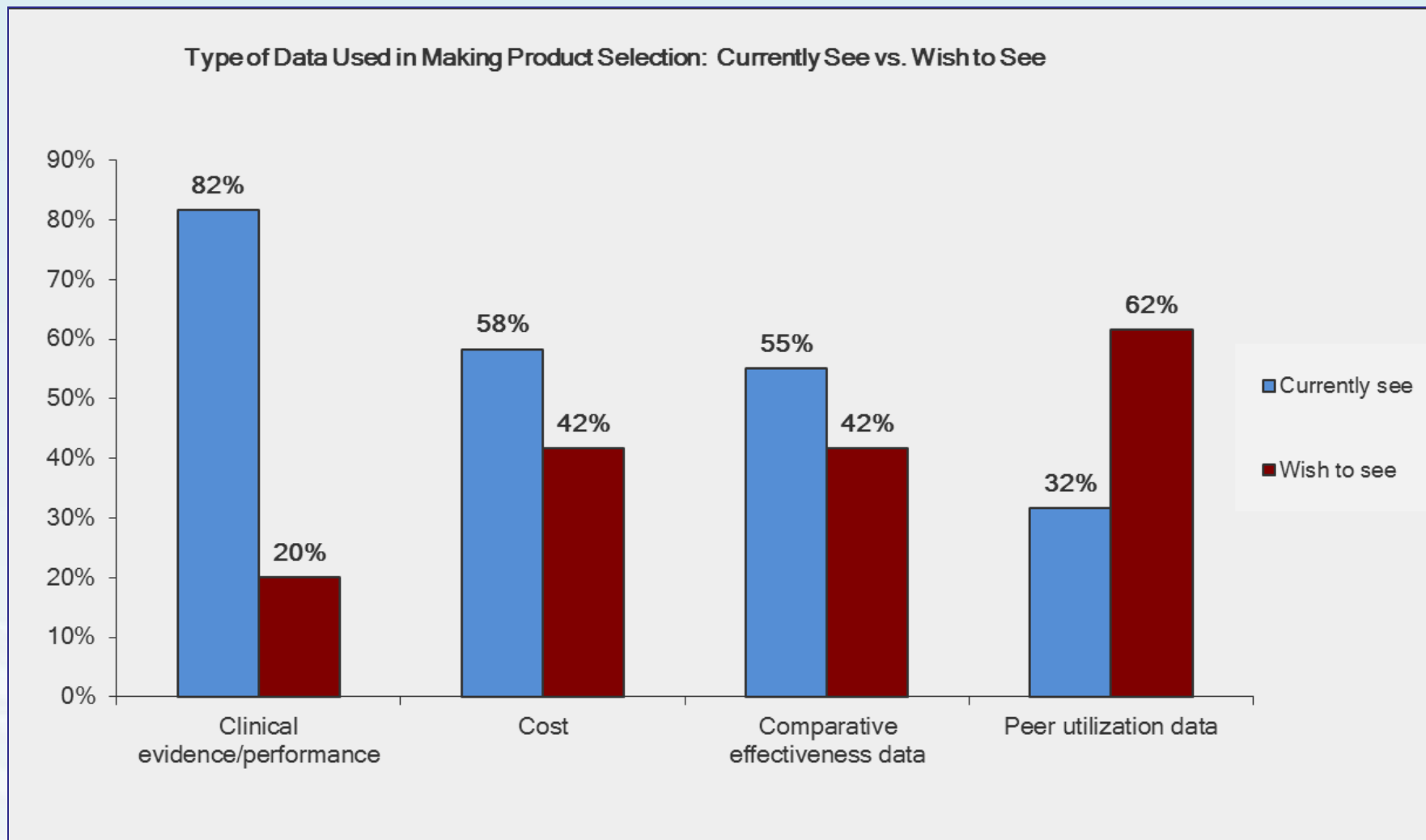
# Physicians Take into Account Clinical Outcomes, Peer-Reviewed Literature, and Amount of Personal Experience with Product When Making Selection Decisions



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# Majority of Physicians Would Like to See Peer Utilization Data among the Information Available For Decision Support

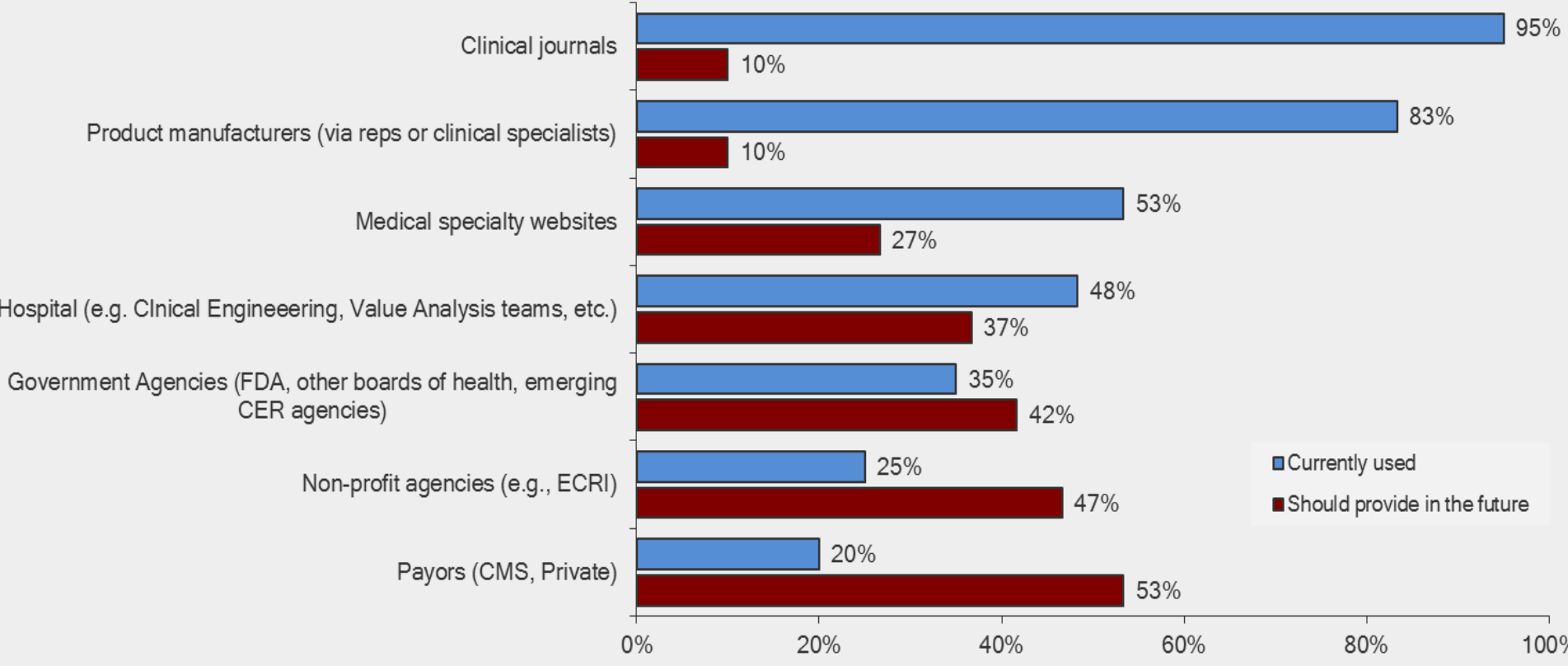


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# Physicians Want the Data Supplied by Payers, Non-Profit & Gov-t Agencies, and Hospitals, NOT Product Manufacturers

Sources of Information Physicians Use in Product Selection Decisions:  
Currently Used and Sources That Should Provide Data in the Future



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**About VUEMED ([www.vuemed.com](http://www.vuemed.com)):**

VUEMED is a healthcare technology company that offers innovative software and web-based solutions for the documentation and tracking of medical products, devices and supplies in a variety of healthcare organizations (hospitals, ambulatory care facilities, surgical centers, etc.). Its flagship product, **VueTrack**, is an easy-to-use, comprehensive, and affordable tool that tracks clinical supplies from their entry into a department's stock to their point of use for a specific patient procedure. VueTrack's real-time data capture significantly streamlines the clinical documentation process and gives users complete control over their inventory. As a result, VueTrack enables healthcare organizations to improve patient safety through expiration and recall management, avoid billing fraud, eliminate waste and save money, and boost staff productivity and satisfaction, among numerous other benefits.

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**About The Optime Group ([www.theoptimegroup.com](http://www.theoptimegroup.com)):**

The Optime' Group provides targeted solutions for solving cumbersome issues facing supply chain managers and leaders. Leveraging our extensive experience in supply chain management and software development, we create affordable solutions that solve everyday problems. We focus on targeted areas of improvement with a clear return on investment, and then provide leave-behind applications that deliver analytics, optimization and execution capabilities necessary to achieve sustainable results. Our technology and services are streamlining the complexity in trade relationships, stakeholder communication and measurement. Our comprehensive suite of products and tech-enabled services are deployed to analyze opportunities, enfranchise stakeholders, engage suppliers, improve the quality of care and reduce costs.

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