

The Digital Healthcare Conference (DHC) brought together industry leaders for the networking and discussion of topics for transforming healthcare through information technology.

Executive Satisfaction

78% of attendees responded to the survey.

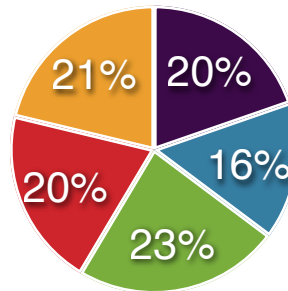
94% rated the overall quality of the conference "excellent" or "very good"

97% said they would plan to attend next year's conference

96% said they would recommend this conference to a colleague

Executive Peer-to-Peer Networking

Business leaders attend DHC for the exclusive opportunity to network, lead and innovate.



- CEO, CIO, CTO
- Senior VP, VP
- Director
- Manager
- Other

79% of attendees were executive management.

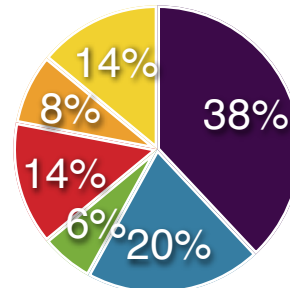
DHC Attracts Wide Spectrum of Organizational Size

Interact with buyers from all customer segmentations.

- 14%** have less than 50 employees
- 16%** have 50 - 299 employees
- 10%** have 300 - 999 employees
- 29%** have 1,000 - 4,999 employees
- 10%** have 5,000 - 9,999 employees
- 21%** have more than 10,000 employees

Attendee Purchasing Power

Our attendees will control or influence the following spending within one year.



- Less than \$1 million
- \$1-4 million
- \$5-9 million
- \$10-24 million
- \$25-49 million
- More than \$50 million

62% purchase more than \$1 million annually in IT products and services.

"The quality of the speakers, the small and interactive format, and the networking opportunities make it very worthwhile."

Sandy Butschli, CIO, ACL Laboratories

"The members of the panels had varying views on the subject matter leading to true dialogue and not just a presentation"

Greg Smith - CIO, Wheaton Franciscan Healthcare

"Excellent sessions, intimate setting with ability to have lots of interaction with peers, other attendees. Has a lot of diversity among attendees which add value to the experience."

John Wade - Vice President, Saint Luke's Health System

Companies in Attendance

A representative sample:

- | | |
|---------------------------|------------------------------------|
| ACL Laboratories | Rural Wisconsin Health Cooperative |
| Agnesian Healthcare | Sacred Heart Hospital |
| Aurora Health Care | Saint Clare's Hospital |
| BloodCenter of Wisconsin | Unity Health |
| Children's Hospital | UW Hospital & Clinics |
| Divine Savior Healthcare | UW Medical Foundation |
| Fort HealthCare | Wheaton Franciscan Healthcare |
| Group Health Cooperative | Wisconsin Heart, SC |
| Gundersen Lutheran | Wisconsin Medical Society |
| Marshfield Clinic | WPS Health Insurance |
| Meriter Hospital | |
| Physicians Plus Insurance | |
| ProHealth Care | |

Attendees are senior-level business and technology executives in healthcare related fields — including CEOs, CIOs, and VPs of information technology. The symposium took place at the Fluno Center for Executive Education in Madison, WI on May 9 - 10, 2007. Methodology: An e-mail survey was sent to 163 conference attendees, speakers and sponsors on May 11, 2007. Between May 11, 2007 and June 11, 2007, 127 people responded to the survey (78% response rate).