

## "The people who can make it happen..."

**99%** of attendees surveyed were "very satisfied" or "satisfied" with their overall DHC 2008 experience. DHC consistently exceeds expectations.

**97%** of attendees surveyed would recommend DHC to a colleague. Referrals and word of mouth are strong factors in DHC's success.

**97%** of attendees surveyed were "very satisfied" or "satisfied" with the quality of the speakers, a top-quality local and national lineup.

**\$5.4** billion or more worth of IT spending is directly influenced or authorized by end-user executives at DHC, according to registration data.

"Very useful to be able to meet and network with colleagues in a manageable sized group with an agenda that provides regular networking breaks."

*Phil Loftus, CIO and VP of IS, Aurora Health Care*

"DHC has truly top-notch speakers providing leading-edge content and approaches. Very thought-provoking"

*Galen Metz, CIO, Group Health Cooperative of South Central Wisconsin*

"National conferences are great, but you still need to take it home and meet locally to see if you can make things happen. This conference not only presents the ideas, and discussion of the topics, but also the people that can make it happen in Wisconsin are largely in attendance."

*Peter Nohelty, Director of IS, Sacred Heart Hospital*

## ...keep coming back to the Digital Healthcare Conference.

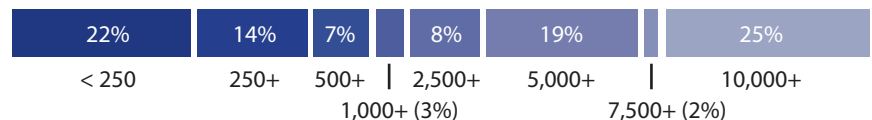
The Digital Healthcare Conference is an exclusive gathering of healthcare leaders who take a step back from day-to-day operations and chart the future of their field. The best local and national speakers are selected to deliver non-commercial, value-packed presentations. Vendors participate in high-level strategic briefings or networking to build relationships with current and potential customers. It's where you want to be if your focus is information technology that drives real value in healthcare by increasing the quality of care and patient safety.

### Titles of non-vendor attendees

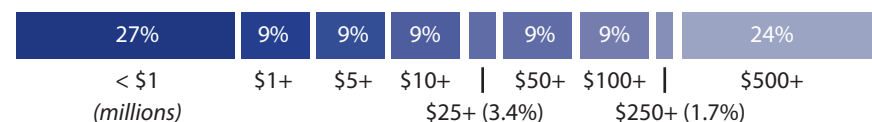
"Other" includes government and education titles, association board members, and press.



### Sizes of non-vendor organizations (employees)



### IT budgets of end-user attendees' organizations



Digital Healthcare Conference attendees are senior-level business and technology executives with purchasing power, including CEOs, CIOs, VPs and directors. DHC 2008 took place on May 7 and 8, 2008, at the Fluno Center for Executive Education in Madison, Wisconsin. An e-mail survey was conducted among 106 of the attendees after the event and through June 1. The survey received responses from 78 attendees (74% response rate). Some figures also from registration data.