HIT VENDOR	LOYALTY QUADRANT	LOYALTY KEY PERFORMANCE INDICATORS			2016 MEAN	2015 MEAN	CHANGE
		RENEWING CURRENT CONTRACT	PURCHASING MORE PRODUCTS SERVICES	ADVOCATE FOR PEERS TO PURCHASE			
INDUSTRY AVERAGE		80.4%	73.3%	72.6%	75.4%	81.4%	-8%
ALLSCRIPTS	MOST LOYAL	95%	91%	87%	92%	80%	15%
CERNER	MOST LOYAL	96%	97%	95%	96%	88%	9%
EVIDENT CPSI	MOST LOYAL	95%	86%	90%	90.%	83%	8%
RAZORINSIGHTS/ ATHENAHEALTH	MOST LOYAL	92%	98%	71%	87%	81%	7%
MCKESSON	REACHABLE	85%	88%	80%	84%	85%	0%
T-SYSTEMS	MOST LOYAL	92%	84%	94%	90%	90%	0%
EPIC SYSTEMS	TRAPPED	98%	70%	72%	80%	89%	-10%
MEDHOST	TOP RISK	90%	62%	73%	75%	85%	-11%
PROGNOSIS	TOP RISK	64%	60%	71%	65%	72%	-10%
HEALTHLAND	TOP RISK	85%	66%	62%	71%	79%	-10%
MEDITECH	TRAPPED	73%	70%	72%	72%	90%	-20%
IATRIC SYSTEMS	TOP RISK	65%	42%	40%	49%	64%	-23%
QSI NEXTGEN	TOP RISK	65%	64%	48%	59%	79%	-25%
QUADRAMED	TOP RISK	77%	52%	56%	62%	84%	-27%
GE CENTRICITY	TOP RISK	60%	65%	57%	61%	84%	-28%

LOYALTY QUADRANT DESCRIPTIONS FOR HIT VENDORS

The Black Book Loyalty Index is structured so the two axes represent two aspects of loyalty – attitude and behavior. This forms four quadrants that are defined as follows:

HIGHLY LOYAL – These EHR/HIT customers have every intention of continuing the business relationship and have a positive attitude toward the EHR vendor. They are likely to increase spending in other brand product and services lines, and recommend the EHR to others.

REACHABLE – These EHR clients have a good attitude about working with the EHR company but do not plan on enhancing their relations. An odd combination, this is a small percentage of clients and indicates something has changed with the hospital or physician group's business strategy, changing vendors after an acquisition (as dictated by the acquiring hospital or organization), product offerings, or are discontinuing the services or products you purchased. They still speak highly of your firm and provide recommendations to others but aren't purchasing more.

LOCKED IN or "TRAPPED" –These customers show every intention of continuing business with the EHR but they are not satisfied or happy with some important aspect of the relationship. They feel trapped in the relationship, many times because of large capital expenditures already made, contractual obligations, or regional dictates which make doing business with this EHR imperative for interoperability or ACO development. This is common with hospitals locked into long term agreements making it too hard to switch EHRs. Typically, trapped clients find a better option and are not likely to continue long term business with the IT vendor on other product/service lines.

HIGH RISK – These customers are seeking or entertaining other vendor options. They do not intend to return and have a bad attitude about the relationship, products, service, broken promises or undelivered obligations. These customers and will speak poorly of you in the HIT marketplace.

"From a business perspective, this enables companies not only to understand some of the motivation behind the customer behavior but also provide a better barometer of revenue, profit, risk and an organizational call to action," said Brown.

CPSI retained the top client satisfaction ranking for hospitals under 100 beds, rural and CAC facilities for the sixth consecutive year, earning top scores from both technology and nursing users in this bed size category.

Additionally, Cerner retained its 6 year top spot for Community Hospitals ranging from 101 to 250 beds. Cerner also scored highest in nursing user satisfaction in the 2014 and 2015 Black Book polls including over 15,000 hospital nurses regardless of bed size they were currently employed.

Hospitals and medical centers over 250 beds ranked Allscripts #1 in client satisfaction for a third year, after displacing Epic Systems, which had maintained the top client bestowed honors for the previous three consecutive years in the academic teaching facility and large hospital category. Clinical users prefer the Allscripts functionality highest in major medical centers.

Hospital corporations, groups and chains, a category ranked only by CIOs and IT managers, selected Cerner as the #1 best EHR for hospital systems.

HIT vendors with the largest increases in year-to-year client loyalty include NTT Data, RazorInsights, as well as Allscripts, Cerner and CPSI.