

Understand and connect with **hospital executives**



Hospital executives play an integral role in the healthcare journey, overseeing organizational structure, shaping hospital policies, maintaining patient quality of care and influencing purchasing decisions at their hospitals. **M3 MI's Hospital Management Study** provides essential data for understanding the motivations and behaviors of these executives and how to effectively reach them, empowering informed marketing plans and decisions.

Identify and profile the hospital executive audiences important to your communication plan

- ✓ Demographics, employment location, years in current role
- ✓ Position within hospital (CEO, COO, CFO, etc.)
- ✓ Hospital size, number of facilities in network
- ✓ Role in purchase process of products and services
- ✓ Professional activities, association membership
- ✓ Industry issues most concerned with
- ✓ Conference/convention attendance & actions taken after attending
- ✓ Professional social media connections & impact on job-related decisions
- ✓ Actions taken after reading work-related social media posts
- ✓ Importance of reasons for staying active on social media

Support omnichannel marketing strategy

Hospital executives' channel preferences and usage across all their information sources:

- Conferences & meetings (remote & in-person)
- Professional Associations
- Newsletters
- Hospital/Industry Publications (print/websites)
- General Business Publications (print/websites)
- Social Media
- Webcasts/Webinars
- Podcasts
- Online Industry-Related Videos
- Association/Publisher, Supplier/Vendor, & Consumer News Websites
- Sales Reps
- + much more

Develop media plans for your target audiences

Trusted media measurement data across 35+ media properties:

- Hospital/industry publications
- General/business publications
- Professional and consumer websites
- Consumer social media
- Mobile apps
- Email & print newsletters
- Media attitudes & opinions



Hospital Management Study details

Survey respondents:	270
Sample source:	M3 MI internal panel, All Global Circle, M3 Global Research and Guidepoint hospital executive panels, and emails provided by DocNexus
Methodology:	Online interviews of active hospital executives, weighted to the universe of each study group
Data access options:	Dashboard, charts & tables, crosstabulation & planning tools

Counts* by key areas

Senior executives	N=122
Financial executives	N=57
Information executives	N=31
Other Executives with Purchasing Influence	N=60

*Based on 2025 study

M3 MI Professional Health
Other Syndicated Offers



Ad Intelligence

The market’s leading competitive ad intelligence platform, used by brands, agencies and media to understand advertising share of voice, competitive strategies and spend across media channels. Data is collected, classified and updated daily.



HCP Specialties & Health Verticals

Media measurement and strategic omnichannel insights for 20+ medical/surgical physician specialties, and other health verticals including: dentistry, managed care, PA/NP, veterinary, and more.

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MARS Consumer Health

MARS is the industry’s most comprehensive dataset of health consumers, connecting 100+ conditions with treatments, Rx brands, media usage, health behaviors, attitudes, and more. Developed from a nationally representative data set of 40K U.S. adults, M3 MI’s annual bilingual survey provides robust samples sizes and coverage of low incidence conditions.

M3 MI

For more information contact us or visit our website:

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M3 MI provides media insights and marketing intelligence to the healthcare market’s advertisers, agencies and media companies.