



## Model of Excellence

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|--|-------------------|
| Company:   | Product Name:     |
| MD Buyline Inc.<br>Dallas, TX<br>www.mdbuyline.com | <b>MD Buyline</b> |

ICG Models:

Applications Models: Evaluate - Reference & Intelligence; Benchmark - Industry Benchmarks  
 Business Model: Subscription  
 Content Model: Community: Primary Research – Manual; User-Generated – Closed Data Pools  
 Distribution Model: Direct Sales -- Captive

### Overview

MD Buyline has one of the strongest and most integrated business models we've seen in a long time. MD Buyline provides a comprehensive database of information on thousands of healthcare products, assisting hospitals throughout the budgetary planning and equipment procurement process. Custom analyses of medical equipment and IT quotes help the company's 3,200-plus member hospitals assess the best equipment to buy for their facilities' needs, evaluating medical equipment from both a performance and financial perspective. More powerfully, MD Buyline gathers equipment and vendor ratings from its hospital subscribers and other users in the field. Members even submit price quotes they've received for new equipment, allowing MD Buyline to produce an incredibly valuable database of medical equipment "street prices" and provide hospitals the ability to negotiate pricing from a data-based view of the market.

Certainly, we have seen other examples of B2B data products based on user-generated content, but for the most part, that content tends to be basic contact information. MD Buyline has raised the bar substantially by gathering current pricing data, something vendors and their customers tend to guard closely. Helping subscribers understand what others are paying for a piece of medical equipment vastly improves their negotiating position and can lead to huge savings through more informed purchasing.

Beyond user-generated content, ratings and pricing information, MD Buyline rounds out its model with an analytics layer where trained analysts review new equipment, compare it to competing equipment, then layer in customer-supplier ratings and pricing data to create an immensely valuable information product offering. An MD Buyline subscriber hospital not only has access to reports, technical specifications, ratings, RFP templates, financial calculators and pricing data, but also has direct telephone access to the analysts behind the reports. MD Buyline also provides product recall alerts, reports on industry trends and emerging technologies and best practices training to its clients.

By earning the trust of its subscribers as a neutral information exchange for critical pricing data while maintaining member confidentiality, MD Buyline has created a strong business. And the strong reliance its subscribers place in its data accords MD Buyline a central market position within its industry – the sweet spot for all data publishers.