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Black Book Market Research

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Black Book Market Research, also known as Black Book™, is a Tampa, Florida technology and services market research and opinion research company. Black Book offers quantitative and qualitative research services for brand, product and service awareness tracking.^[1] The company is privately owned by Clearwater, Florida-based Brown-Wilson Group, Inc.

History

Black Book was founded in 2002^[1] by Doug Brown, who along with partner Scott Wilson founded parent company Brown-Wilson Group in 1997.^[2]

In May 2005, they produced the first Black Book of Outsourcing, published by John Wiley & Sons,^[1] and produced an updated edition in 2008.^[1]

In July 2009, Brown-Wilson Group and its Black Book subsidiary were purchased by Informa subsidiary Datamonitor.^[3] Brown-Wilson group eventually bought the rights to Black Book back from Informa.^[citation needed]

Black Book's 2013 survey of top EHR vendors received coverage for declaring 2013 the year of the EHR vendor replacement, citing the 25% of respondents who replied that they were actively seeking a new EHR provider.^{[4][5][6]}

Also in 2013, Black Book began doing private polls for U.S. News & World Report.^{[7][8]}

Products and services

Black Book produces annual research reports focused on the healthcare technology market, under the name **Black Book Rankings** and **Black Book Market Research**.^[9] The company also produces the **Black Book of Outsourcing**, a guide for businesses pursuing outsourcing opportunities, along with related reports on outsourcing IT sustainability trends.^[10] **Black Book Intelligence** and **Black Book Polls** offer private polling services to media and political organizations.^[7]

Annual reports

Black Book issues annual client experience and satisfaction rankings for the following healthcare technology fields:

- Accountable care organizations (ACO)

Black Book Market Research



Type	Private
Founded	2002
Headquarters	3030 Rocky Point Drive, Suite 150 Tampa, Florida USA 800.863.7590
Key people	Doug Brown, Managing Partner, President
Products	Healthcare technology market research and opinion research, Outsourcing user surveying and polls, Media surveys, Custom Research
Website	http://www.blackbookmarketresearch.com



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- Ambulatory/Physician Electronic health record (EHR)
- Health Information Exchange (HIE)
- Hospital /Inpatient EHR
- e-prescribing and Computerized physician order entry (CPOE)
- Clinical Systems
- Finance and Revenue Cycle
- Data Security and Privacy
- Population Health
- Health Plan and Insurers
- Outsourcing and Managed Services^[1]

Research methodology

In the methodology section for their 2014 rankings survey entitled Top Ambulatory Electronic Health Records Vendors, Black Book wrote that over 380,000 practice management and physician leaders and other users ranking from hospital executives, clinicians, IT specialists and front-line implementation veterans were invited to participate in the satisfaction survey. Non-invitation receiving participants must complete a verifiable profile, utilize valid corporate email address and are then included as well.^[12]

Notes

1. "[About us](#)". blackbookrankings.com. Retrieved 2014-08-01.
2. "[About Us](#)". brown-wilson.com. Retrieved 2014-08-01.
3. "[Datamonitor acquires assets of the Brown-Wilson Group](#)". datamonitor.com. 2009-06-04. Retrieved 2014-08-05.
4. "[Black Book survey declares 2013 the "Year of EHR Replacement"](#)". ehrintelligence.com. 2013-02-09. Retrieved 2014-08-01.
5. "[Black Book names best of the best EHRs](#)". healthcareitnews.com. 2014-02-28. Retrieved 2014-08-01.
6. "[Black Book says unstable EHR market getting agitated](#)". govhealthit.com. 2013-07-23. Retrieved 2014-08-01.
7. "[Obama Sidesteps Congress to Expand Student Loan Repayment Program](#)". usnews.com. 2014-06-09. Retrieved 2014-08-05.
8. "[Wanted: Hospital CEOs Without Health Care Experience](#)". usnews.com. 2014-01-28. Retrieved 2014-08-05.
9. "[Black Book Rankings](#)". openhealthnews.com. Retrieved 2014-08-01.
10. "[2009 Green Outsourcing Survey](#)" (PDF). oracle.com. Retrieved 2014-08-05.
11. "[Black Book Rankings](#)". blackbookrankings.com. Retrieved 2014-08-24.
12. "[Black Book Rankings 2014 Survey - Top Ambulatory Electronic Health Records Vendors](#)" (PDF). blackbookrankings.com. Retrieved 2014-08-24.

External links

- [Official website](http://www.blackbookmarketresearch.com) www.blackbookmarketresearch.com
- [Brown-Wilson Group \(parent company\)](http://www.brown-wilson.com) www.brown-wilson.com
- [Black Book of Outsourcing Web Site](http://www.blackbookofoutsourcing.com) www.blackbookofoutsourcing.com