Fig. 7: Approaches to Sourcing Marketing Partners
(n=200)

	% Using Approach		
	All	Small Cos. (<$500M)	Med/Large Cos ($500M+)
Recommendations	61	77	52
Invite Existing Partners	54	52	60
Industry Relationships	54	64	49
Preferred Partner Lists	51	28	73
Procurement Services	33	10	54

Source: MM&M/Ogilvy CommonHealth Healthcare Marketers Trend Report 2013