

Fig. 7: Approaches to Sourcing Marketing Partners

(n=202)

	% Using Approach		
	All	Small Cos. (<\$500M)	Med/Large Cos. (\$500M+)
Preferred Partner Lists	58.9%	36.3%	78.3%
Recommendations	58.4%	61.3%	58.5%
Invite Existing Partners	58.4%	48.8%	70.8%
Industry Relationships	52.5%	62.5%	46.2%
Procurement Services	37.1%	18.8%	55.7%

Source: MM&M/Ogilvy CommonHealth Healthcare Marketers Trend Report 2014