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## CIO Healthcare Summit Partners with Porter Research for 2012 Event

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**May 10, 2011** – The CDM Media team announced today that it has formed a strategic partnership with Porter Research for the 2012 CIO Healthcare Summit. Porter Research is a marketing, research, and consulting company that helps clients become high-performance businesses within their industries by delivering actionable market intelligence and research insight.

The CIO Healthcare Summit, March 11-14, 2012, brings together CIOs, healthcare technology executives, analysts and solution providers to network and have in-depth conversations on the latest IT topics and trends. The event is an opportunity for attendees to make new business contacts, share ideas and best practices, and explore the latest technology solutions in a relaxed, yet focused business setting.

Porter Research, located in Atlanta, has extensive experience working with Fortune 500 healthcare companies, and has built a significant practice in the healthcare technology, provider, payer and life sciences sectors. Porter **also** provides up-to-date information on the healthcare sector through its blog and bimonthly e-newsletter, the “Healthcare Intelligence Hub.”

“The Porter Research team has the inside information and insight on the healthcare industry that our event attendees need to know in order to make the best decisions for their organizations and stay up to date on the latest trends and technologies. I look forward to working with them for the 2012 event and introducing them to our event attendees,” said Chris Li, Event Director, CIO Healthcare Summit.

For more information about the CIO Healthcare Summit, visit [www.ciohealthcaresummit.com](http://www.ciohealthcaresummit.com).

For more information about Porter Research, visit [www.PorterResearch.com](http://www.PorterResearch.com).

If you are interested in participating in the upcoming event, contact Chris Li, Event Director, CIO Healthcare Summit, at [chris.li@cdmmedia.com](mailto:chris.li@cdmmedia.com) or 808-694-3686.

If you would like to form a partnership with CDM Media, contact Kelly Schricker, Events and Marketing Specialist, CDM Media, at [kelly.schricker@cdmmedia.com](mailto:kelly.schricker@cdmmedia.com) or 808-694-3656.

**About the CIO Healthcare Summit**

CDM Media brings together CIOs and technology executives from North America's Fortune 1000 organizations to develop business ideas and build lasting relationships with peers and colleagues. The CIO Healthcare Summit, March 11-14, 2012, will allow IT executives to discuss the latest business technology issues and learn about current technology solutions. For more information, please visit <http://www.ciohealthcaresummit.com/>.

**About Porter Research**

Porter Research diligently works to understand and assess each client's unique needs and build a customized business-to-business research program to achieve desired goals. Combining unparalleled experience, proven methodologies and knowledge-based analysis, Porter provides the unbiased results that clients need to make informed strategic business decisions.

Over the past 20 years, Porter's research team has conducted over 150,000 interviews with executives in a variety of industries: banking/financial services; consumer goods; high tech; healthcare; life sciences; retail; and utilities. With significant experience working with Fortune 500 healthcare companies, the Porter executive team has built a significant practice in the healthcare technology, provider, payer and life sciences sectors. For more information, visit [www.porterresearch.com](http://www.porterresearch.com).

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