

## HP Inc.

BLI PaceSetter 2021-2022  
in Healthcare: Visionary Leader



HP Inc. has claimed a prestigious Buyers Lab (BLI) PaceSetter award 2021–2022 in Healthcare: Visionary Leader for North America from the analysts at Keypoint Intelligence thanks to its...

- Strong lineup of MFP, printer, scanner, display, and personal systems hardware, including models designed with healthcare settings in mind
- Excellent MFP and printer security, including built-in features for detecting anomalous behavior and protecting the device BIOS, along with offerings to keep devices set to a secure posture
- Microfluidics solutions leveraging HP inkjet print technology for medical diagnostics, testing, and screening
- Unparalleled marketing leadership across campaigns and collateral, customer and channel education, and industry association partnerships

There is nothing like a global health emergency to drive home the importance of the healthcare sector. The leading manufacturers of office document technology have stepped up their role in supporting their healthcare customers with time- and money-saving solutions for better workflows, while the visionary vendors have expanded beyond the document imaging space to also deliver innovative medical technology to advance healthcare research and improve patient outcomes. To determine which companies lead the market, Keypoint Intelligence conducted an in-depth evaluation of the healthcare-related offerings of most of the major document imaging OEMs. The granular study drilled into over 50 points of differentiation spread across key categories: market vision and leadership, MFP/printer hardware and security, software, service/support, professional services, and relevant product offerings beyond document imaging. Based on these findings, Keypoint Intelligence has recognized HP Inc. with a BLI PaceSetter award 2021–2022 in Healthcare: Visionary Leader for North America.

In addition to award-winning security, HP's MFP and printer technology incorporates other on-trend capabilities in healthcare. For instance, the HP Workpath Platform supports the development of healthcare-specific workflow tools such as the Biscom for Healthcare app, which is completely integrated with EPIC and Cerner systems. And a new Healthcare Edition MFP responds to cleanliness

requirements, featuring keyboards, control panels, and covers that can be disinfected. These and other devices are supported by a stellar managed print services program, through which HP optimizes the print infrastructure of healthcare organizations for cost savings and other improvements.

## About Keypoint Intelligence

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For almost 60 years, clients in the digital imaging industry have relied on Keypoint Intelligence for independent hands-on testing, lab data, and extensive market research to drive their product and sales success. Keypoint Intelligence has been recognized as the industry's most trusted resource for unbiased information, analysis, and awards due to decades of analyst experience. Customers have harnessed this mission-critical knowledge for strategic decision-making, daily sales enablement, and operational excellence—improving business goals and increasing bottom lines. With a central focus on clients, Keypoint Intelligence continues to evolve as the industry changes by expanding offerings and updating methods, while intimately understanding and serving manufacturers', channels', and their customers' transformation in the digital printing and imaging sector.

## About Buyers Lab PaceSetter Awards

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Based on exhaustive questionnaires, in-depth interviews, and a proprietary rating scale, Buyers Lab PaceSetter awards recognize those document imaging OEMs that have shown market leadership in a variety of categories, including with technologies, services, and key vertical markets.

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