

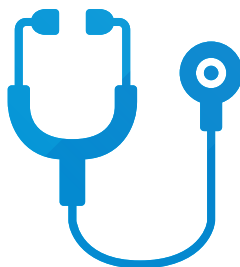


NATIONAL CENTER FOR  
THE MIDDLE MARKET

# HEALTHCARE

MIDDLE MARKET INDICATOR

## Year-End | 2023



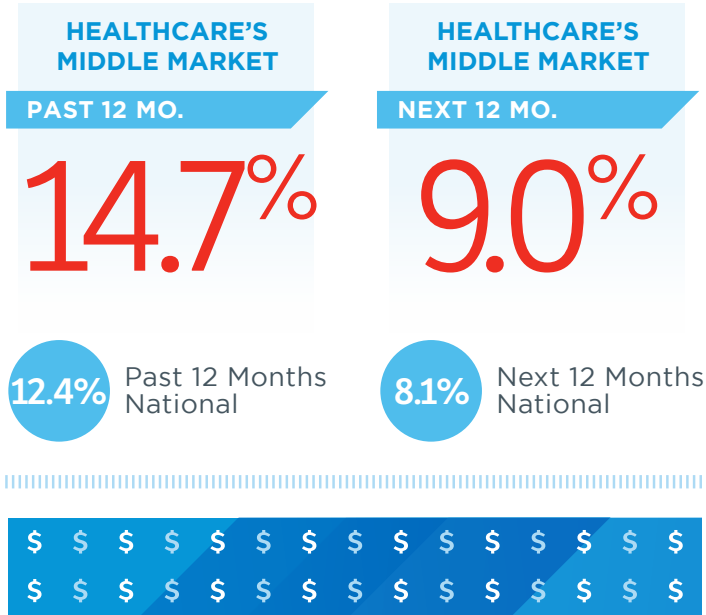
IN COLLABORATION WITH



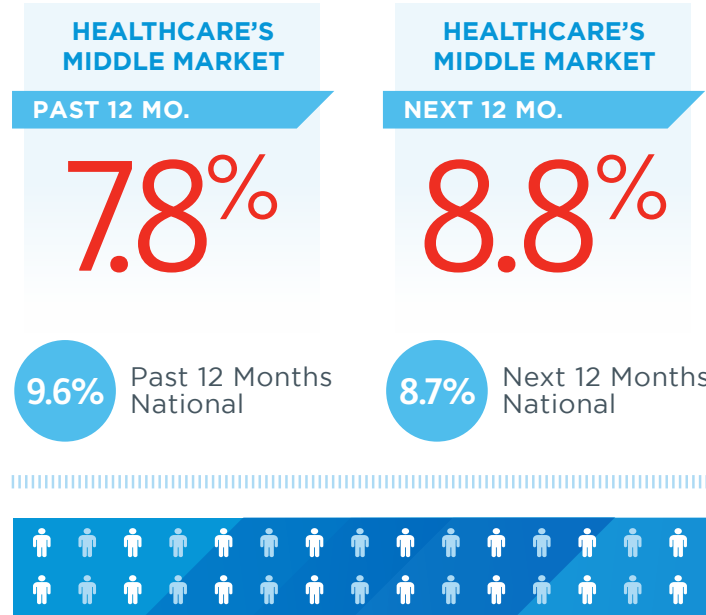
CHUBB®

VISA

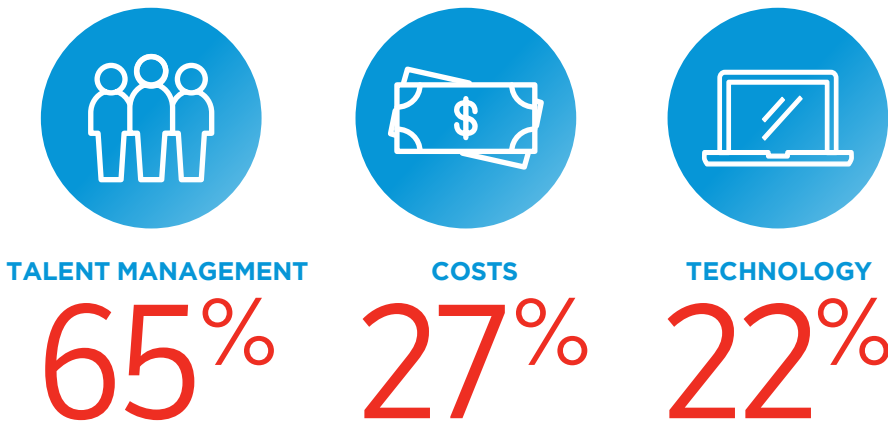
### Healthcare's Revenue Growth vs. National



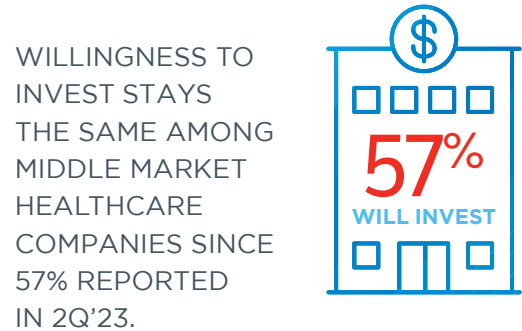
### Healthcare's Employment Growth vs. National



### Healthcare's Top Internal Challenges Over The Next 12 Months



### Preparing for Growth Through Capital Investment



#### VS. THE SAME INTERNAL CHALLENGES OF THE NATIONAL MIDDLE MARKET



## The Functions that Business Leaders Plan to Implement AI into their Business in the Next 12 Months

	ALL MIDDLE MARKET COMPANIES	BUSINESS SERVICES	MANUFACTURING	RETAIL TRADE	CONSTRUCTION	FINANCIAL SERVICES	HEALTHCARE	TECHNOLOGY*
CUSTOMER SERVICE	44%	44%	39%	41%	41%	38%	48%	47%
INNOVATION	34%	43%	39%	45%	27%	29%	24%	28%
ANALYZING DATA	43%	48%	48%	41%	32%	40%	61%	40%
SUPPLY CHAIN	29%	22%	38%	34%	36%	22%	19%	30%
IMPROVE EFFICIENCIES	47%	43%	49%	55%	47%	41%	53%	44%
COLLECTING OF DATA	43%	41%	37%	41%	40%	44%	49%	46%
OTHER	2%	3%	0%	2%	0%	2%	2%	2%

\*Includes companies also represented in other industries, e.g., computer manufacturers, IT services, healthtech, fintech.

## Healthcare's Middle Market Defined

ANNUAL REVENUE  
**\$10 MM-\$1B**



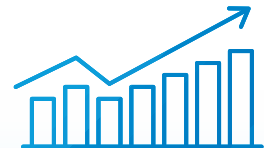
REPRESENTS  
**0.9%**  
OF ALL HEALTHCARE COMPANIES

MORE THAN  
**12,700**  
BUSINESSES



EMPLOYS  
**36.8%**  
OF THE HEALTHCARE WORKFORCE

GENERATING  
**\$765B**  
IN ANNUAL REVENUE



GENERATES  
**44.1%**  
OF ALL HEALTHCARE BUSINESS REVENUE

Source: 2014 D&B Data

Copyright © 2024 The Ohio State University. All rights reserved. This publication provides general information and should not be used or taken as business, financial, tax, accounting, legal, or other advice, or relied upon in substitution for the exercise of your independent judgment. For your specific situation or where otherwise required, expert advice should be sought. The views expressed in this publication reflect those of the authors and contributors, and not necessarily the views of The Ohio State University or any of their affiliates. Although The Ohio State University believes that the information contained in this publication has been obtained from, and is based upon, sources The Ohio State University believes to be reliable, The Ohio State University does not guarantee its accuracy, and it may be incomplete or condensed. The Ohio State University makes no representation or warranties of any kind whatsoever in respect of such information. The Ohio State University accepts no liability of any kind for loss arising from the use of the material presented in this publication.