

New Software Finder Data Reveals What Drives Medical Software Purchases in 2026

New analysis of 36,000+ buyer-vendor interactions reveal the top needs of medical software buyers

SPOKANE, WA, UNITED STATES, September 15, 2026 /EINPresswire.com/ -- New Software Finder research shows what healthcare practices want from medical software. The report looks at more

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than 36,000 buyer-vendor interactions. Three needs stood out: documentation, scheduling, and billing. Together, they account for nearly three-quarters of medical software buyer demand.

Ease of use and patient portals still matter. But they are more likely to help buyers choose between similar products.

The findings show that buyers care about results. They want software that helps their practices run better. That

can mean less time spent on documentation, fewer missed appointments, and [better billing](#).

“Healthcare software buyers aren't asking who has the longest feature list. They're asking what will actually make their practice run better,” said Marium Lodhi, co-founder and CMO of Software Finder. “Our data shows that vendors able to prove they can save staff time, protect revenue, and reduce operational friction are better positioned to win.”

The report also found key differences in practice size, specialty, and location.

Small and medium practices lead activity. Together, they account for nearly three-quarters of observed activity. [Large enterprise groups](#) make up roughly one in 10 adoptions.

Location matters. Florida, Texas, California, and New York account for more than 40% of observed activity. Florida leads at 14.5%. However, its conversion rate falls below the 21% national benchmark.

Practice size changes what buyers need. Nearly half of solo-practice buyers cite ease of use as a top priority. Billing and claims become more important as practices grow. They reach 45% among

enterprise buyers.

Some specialties still have gaps. These include gastroenterology, sleep medicine, house calls/home health, and community health centers. Software Finder also found gaps in IVF/fertility, nephrology, and sports medicine.

Buyer needs also vary by specialty. Family medicine and mental health practices put more focus on billing and revenue cycle management. Psychiatry buyers place more importance on ease of use and patient portals. Medical spas place more importance on ease of use than billing.

The findings show why one message may not work for every buyer. Vendors may need to show how their software solves the specific problems each type of practice faces.

“The opportunity isn’t simply to build more software. It’s to understand where healthcare organizations are still experiencing friction and prove that technology can remove it,” said Shane Elahi, co-founder and COO of Software Finder. “That’s particularly important in specialties and markets where we’re seeing strong buyer interest but fewer solutions meeting those needs.”

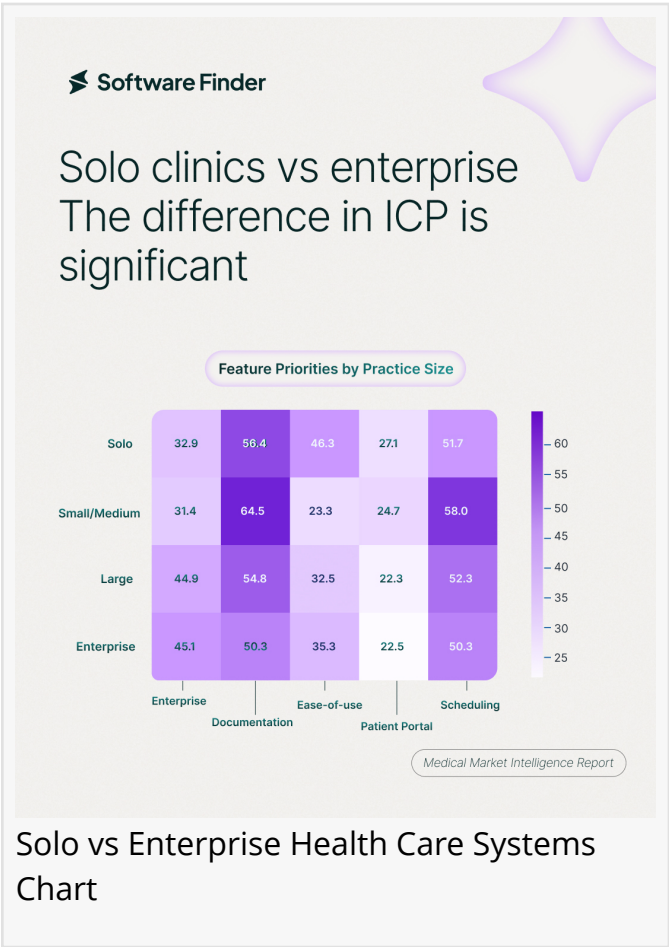
The Medical Software Market Intelligence Report 2026 uses Software Finder data collected from Q4 2024 through Q4 2025. The dataset includes more than 36,000 buyer-vendor interactions. These include shortlist requests, RFP submissions, vendor comparisons, and feedback from buyers after evaluations.

Software Finder removed duplicate data at the practice level. The findings show patterns in the buying activity observed in the dataset. They should not be viewed as rankings of the full medical software market.

[Read the full Medical Software Market Intelligence Report 2026.](#)

About Software Finder

Software Finder helps organizations find, compare, and choose business software. Its research, expert guidance, and verified user insights cover hundreds of software categories. The goal is simple: help businesses make better technology decisions.



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