

Orchestrating Healthcare's Digital Future

How healthcare organizations are approaching digital transformation and prioritizing investments in digital tools, technology, and analytics



As healthcare organizations look to overcome rising cost pressures, talent shortages, and sophisticated cyber threats, **digital tools and technology** will continue to be **key enablers in solving healthcare's biggest challenges**.

To get a better sense of how organizations are approaching digital transformation, where they're investing, and how their strategies are evolving, Huron surveyed more than 300 healthcare leaders across the U.S.

Defining Digital Transformation

Digital transformation in healthcare is a widely used term with varied meanings based on organizational and individual perspectives. **In Huron's research, 77% of organizations agree that digital transformation can be described broadly as a goal to:**

Revolutionize how consumers seek, receive, and manage care by employing digital technologies that make healthcare more accessible, personal, and efficient.



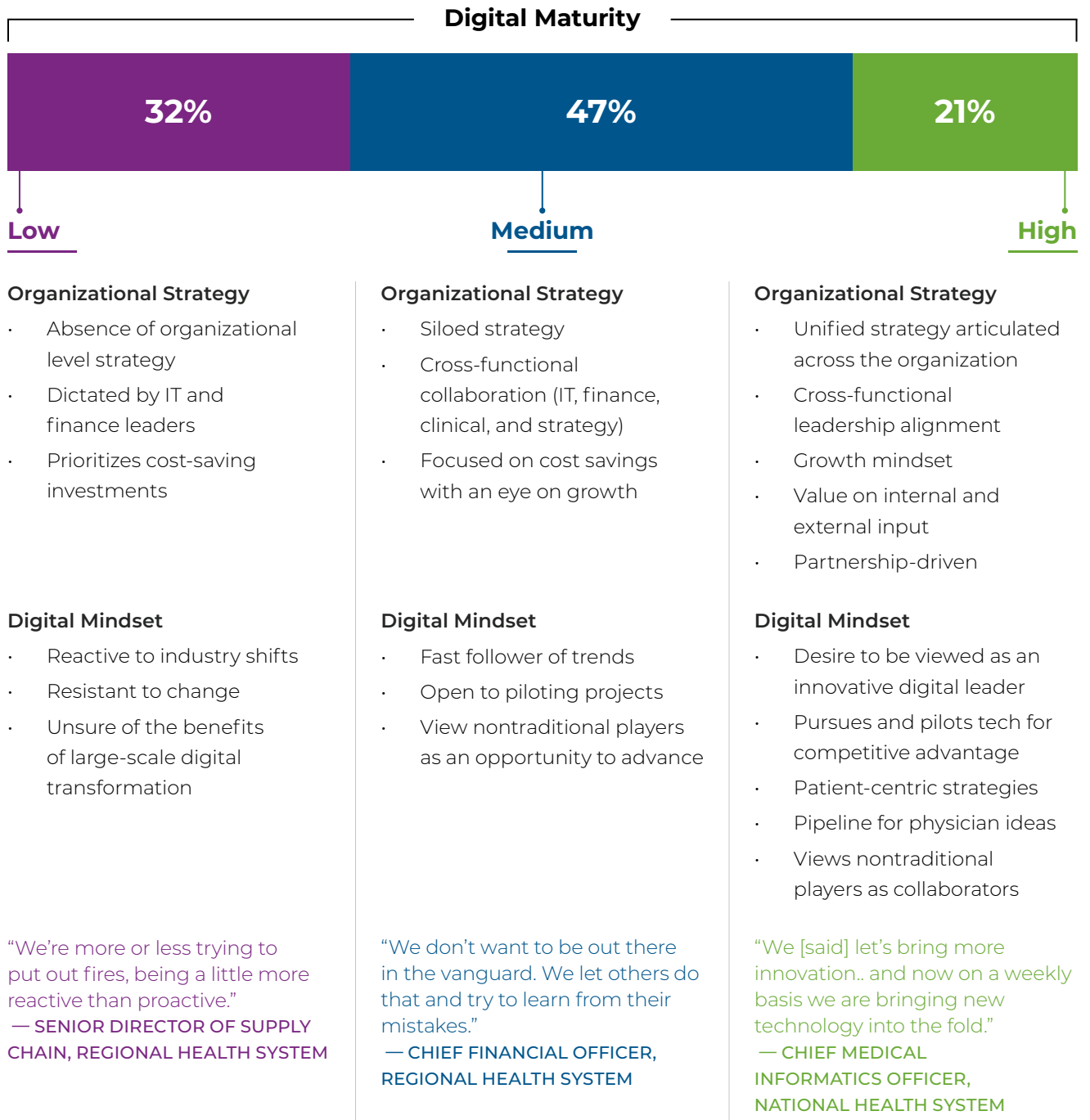
As our research indicates, digital transformation is more than implementing new technologies. **Digital-first organizations** are working to **connect data, technology, people, and processes** to innovate how they **operate and deliver care** — and how their systems work together to reduce friction for consumers, business systems, clinicians, and caregivers.

In Huron's research, **digital-first** is defined as creating an agile organization where technology and corporate culture work together to improve processes, maximize efficiencies, and offer unparalleled customer experience.

3 Healthcare Digital Maturity Archetypes Emerge

Huron’s analysis identifies three digital maturity archetypes with distinct differences in digital mindset and strategy for how they approach digital, technology, and analytics.

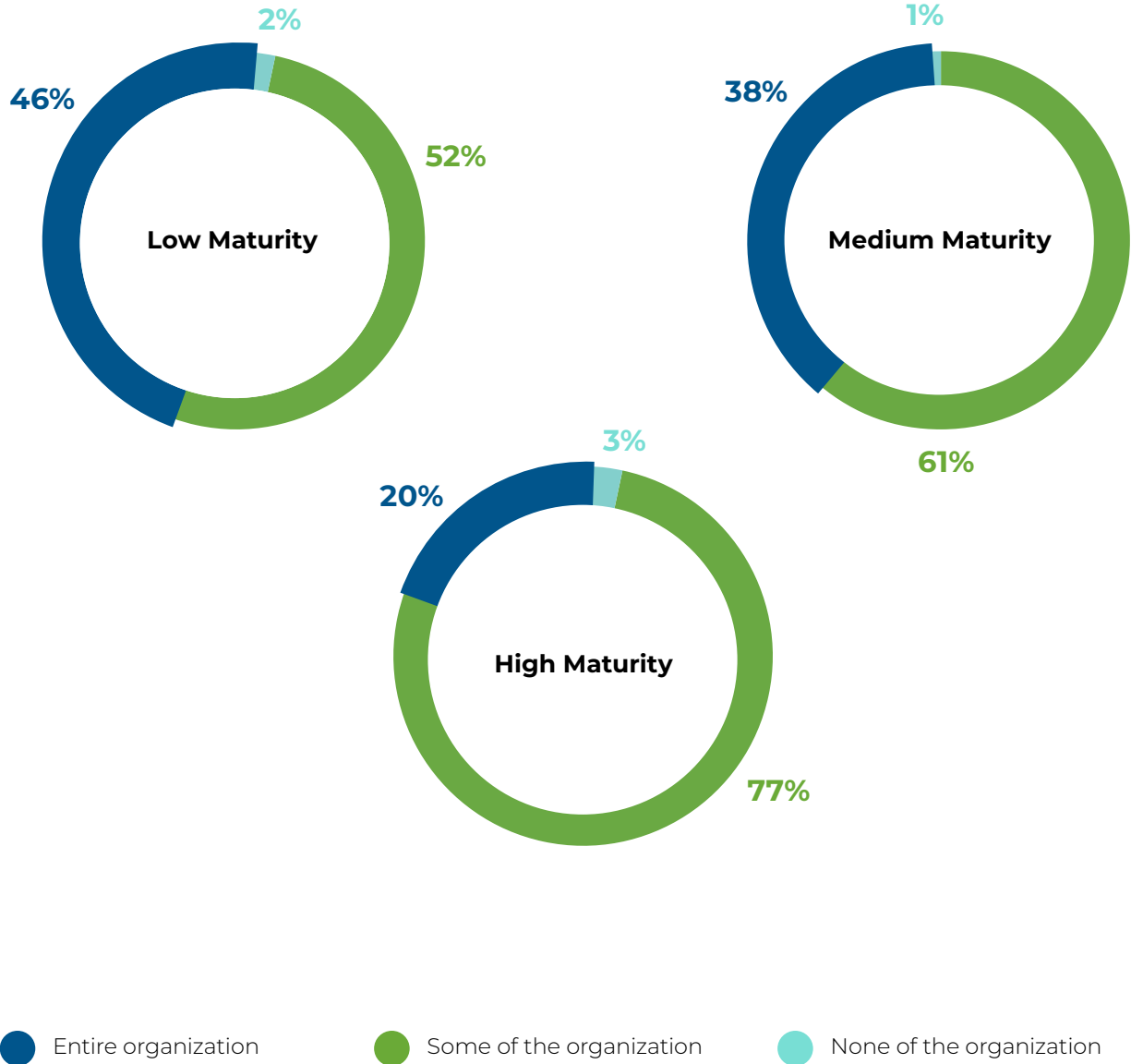
Digital maturity is not a linear path, and digital transformation will look different for every organization. Higher maturity can enable greater agility and the ability to better [control costs](#). However, your organization’s vision and goals and the needs of your patients should define your road map, as the level of maturity to achieve desired outcomes will be unique for every organization.



Healthcare's Digital Mindset and Execution Are Not Always Aligned

Nearly half of low-maturity organizations consider their entire organization to be digital-first compared with a more balanced acknowledgment from higher-maturity organizations. This contrast indicates a gap between how some organizations perceive their digital maturity and how they invest and execute their strategy.

Do you consider your organization to be digital-first?



The Escalating Importance of Digital Maturity

Healthcare organizations that have mature digital strategies and implement them successfully can benefit significantly through their ability to be agile, respond quickly to shifts in the market, and remain financially viable despite volatility.

Mature organizations understand the need for continuous improvement and do not consider an area complete just because they have an existing solution.

What Mature Organizations Do Well Relative to Industry Peers:



Resilience

Initiated digital transformation before COVID-19, aiding in response and recovery



Focused on cost and growth

Make technology investments with the purpose of generating cost savings and catalyzing organizational growth



Data-driven

View advanced analytics as a top digital transformation priority over the next one to three years



Unified view of data

Data is integrated into a data lake or single source of truth



Value clinician input

Encourage clinicians to bring forward technology ideas

7 Core Areas of Digital Transformation

The research indicates seven focus areas make up the digital transformation journey. Where organizations prioritize their focus will depend on the outcomes they are trying to achieve.

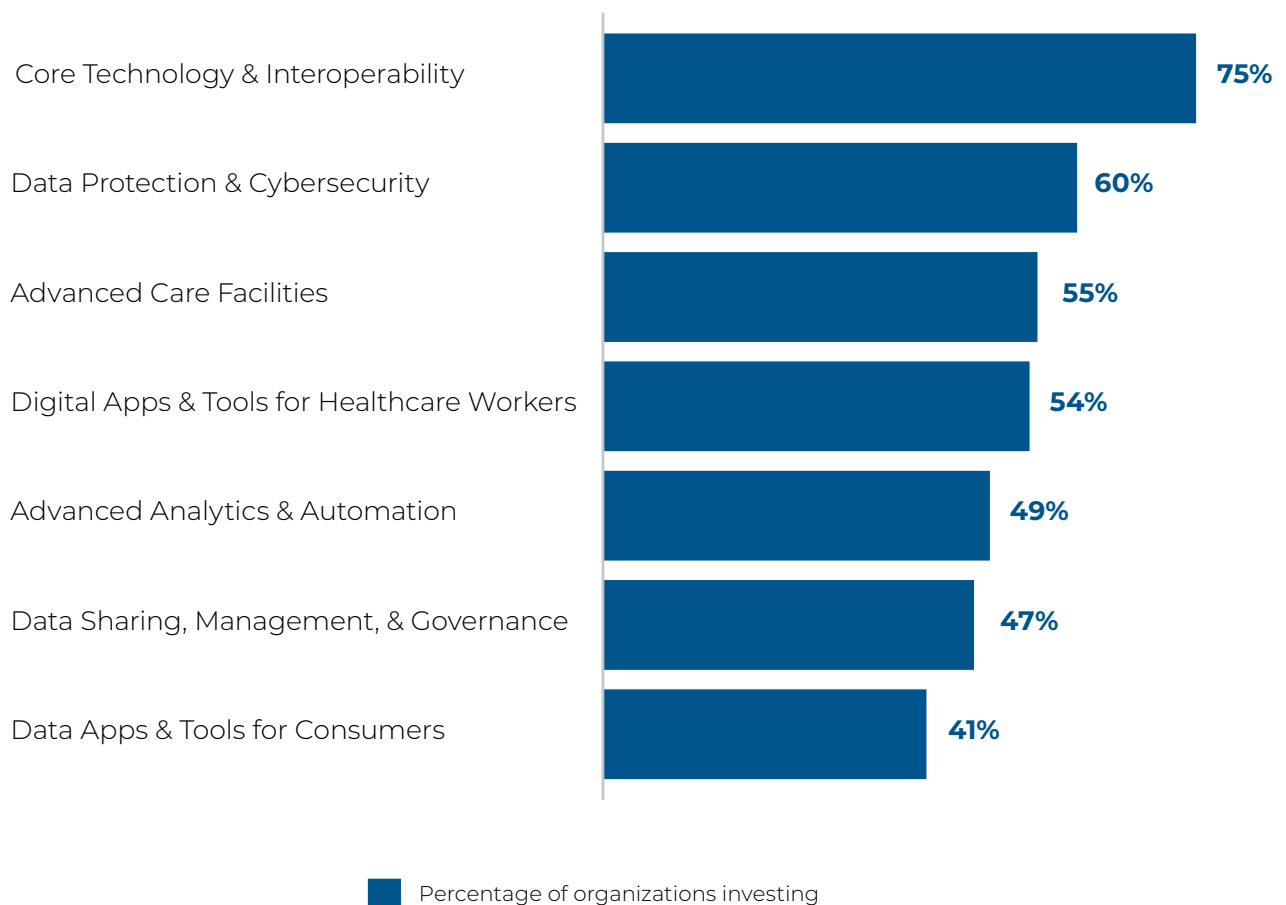


Top Healthcare Digital, Technology, and Analytics Investment Areas

Most healthcare organizations are prioritizing investments in core technology and data protection and cybersecurity. Data sharing, management, and governance is also a top investment area for high-maturity organizations.

While healthcare organizations have defined digital transformation as core to [improving care and the consumer experience](#), they indicate less investment overall in digital apps and tools for consumers.

What investments is your organization prioritizing?



[Check out our research infographic to view the specific tools and technologies low-, medium-, and high-maturity organizations are making in each investment area.](#)

Healthcare Organizations Rely on Partnerships to Drive Digital Transformation

Most healthcare organizations are **actively working with** or **seeking technology partners**.



High-maturity and medium-maturity organizations report that they are leaning on partnerships in the areas of advanced care facilities, data protection, and digital apps and tools for consumers.

More advanced organizations view partnerships as a means to accelerate growth or create more value from their technology investments. Low-maturity organizations report the highest level of technology partnerships but are likely missing opportunities for more advanced use of their platforms and solutions to support organizational goals and mission.

Next Steps for Healthcare Leaders

Where are you on your digital transformation journey?

Do your teams adopt a digital-first mindset across all aspects of their work?

Evaluate your digital maturity and start building a road map for how digital, technology, and analytics will enable your organizational goals.

LEARN MORE

Reach out to find out what digital maturity means for your organization and sign up for Huron's latest research and insights.