



# DIGITAL TRANSFORMATION READINESS

Executive Summary

# DIGITAL TRANSFORMATION READINESS SURVEY

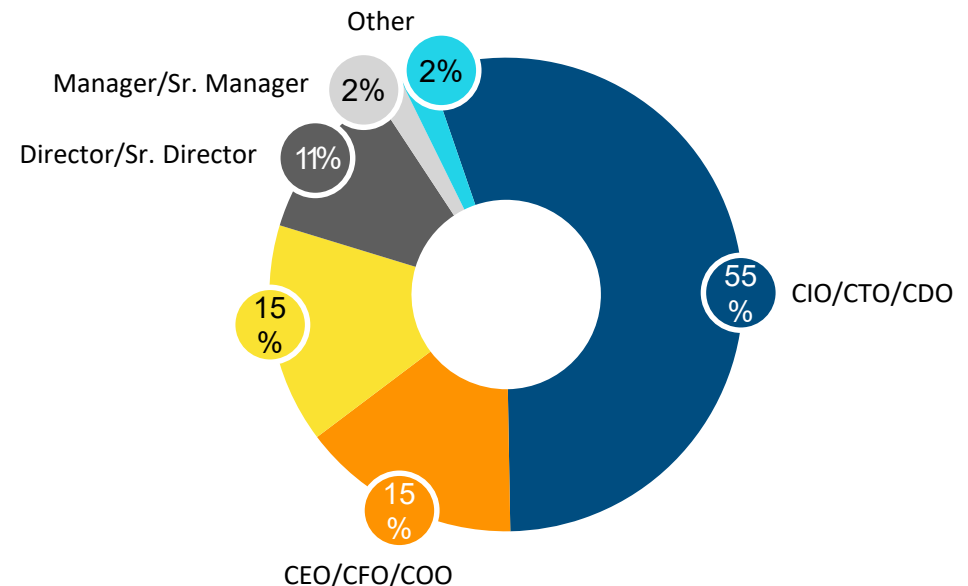
We surveyed 76 healthcare organizations from all aspects of the digital transformation journey to develop the industry's first digital transformation readiness benchmarks.

“The results of this survey have been stunning,” said Abhishek Singh, vice president of Everest Group. “Industries have always conflated digital and IT transformation. The idea that they should be driven by discrete objective functions is a clarion call from healthcare executives participating in this study. Digital is primarily centered on business goals – patient experience, membership growth, or revenue maximization – largely (if not entirely) led by technology. IT transformation is one step that enables this ‘digital’ goal.”

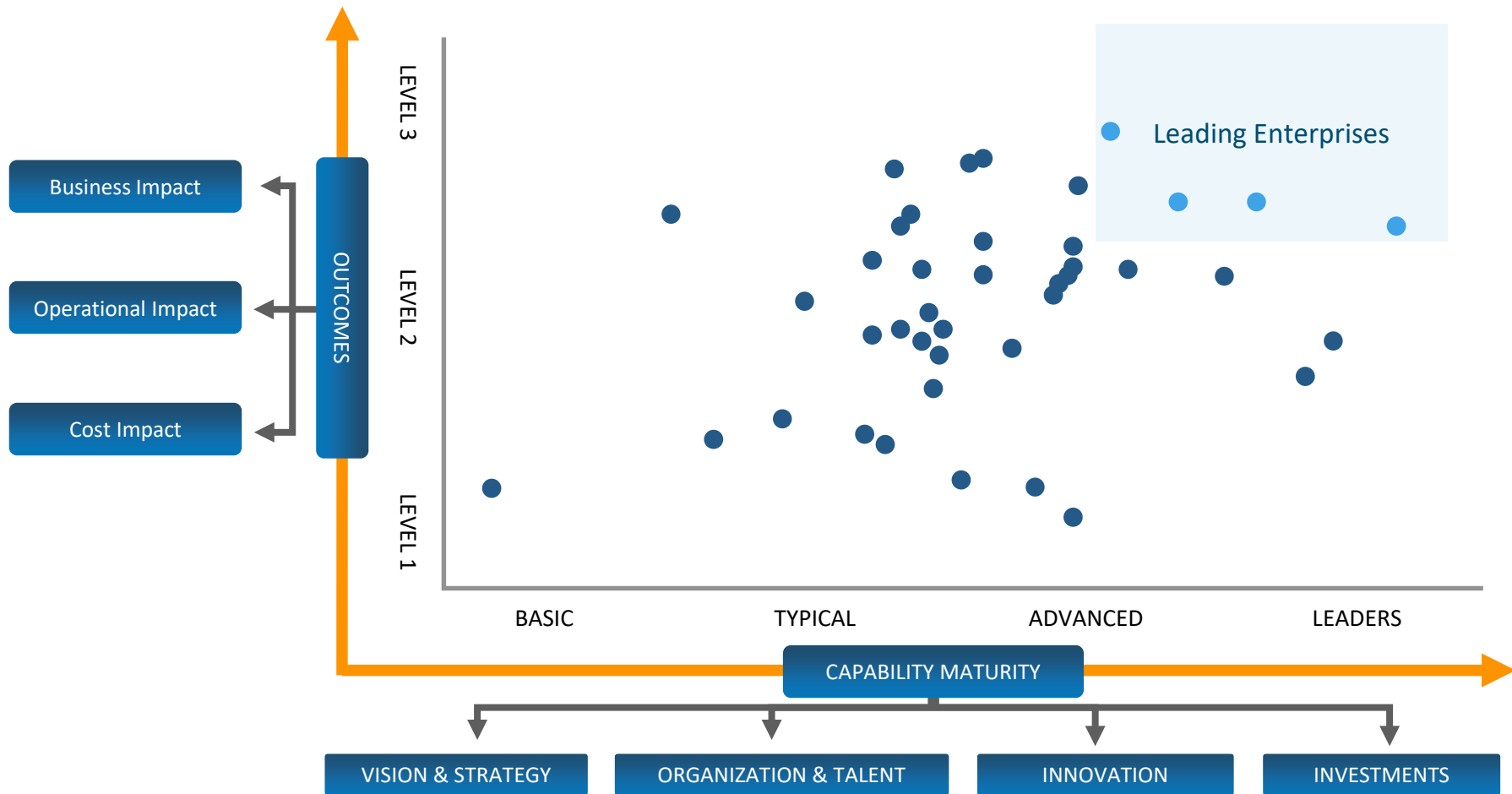
Not surprisingly, the survey found that healthcare lags behind other industries in transforming business models through technology. Core banking and retail marketplaces were outcrops of sound strategies that broke barriers of business friction and enabled data-driven collaboration.

However, the results of the Digital Transformation Readiness study show that senior healthcare executives are warming up to enabling operational transformation and business transformation through technology. Organizations that have embedded digital into their DNA are making quantum leaps while those who have kept it closeted as an IT function alone are floundering.

Respondent Role in the Organization  
2018; Percentage of Respondents (100% = 76)



# DIGITAL TRANSFORMATION READINESS INDEX



Leading Enterprises That Have Embraced  
Digital Transformation Generated  
**2X HIGHER** Impact in Strategic Areas

# LEADING HEALTHCARE ENTERPRISES PRIORITIZE THEIR DIGITAL OUTCOMES



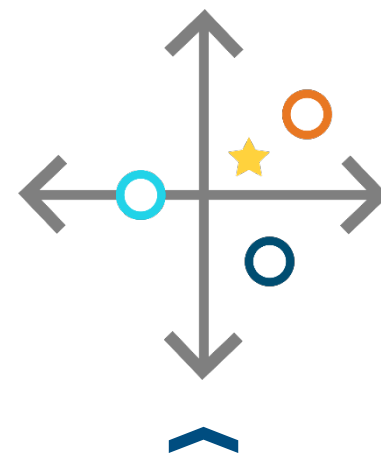
Serve Strategic  
Markets



Introduce New  
Products and Services



Market  
Leadership



Improve Competitive  
Positioning

Leading Enterprises are

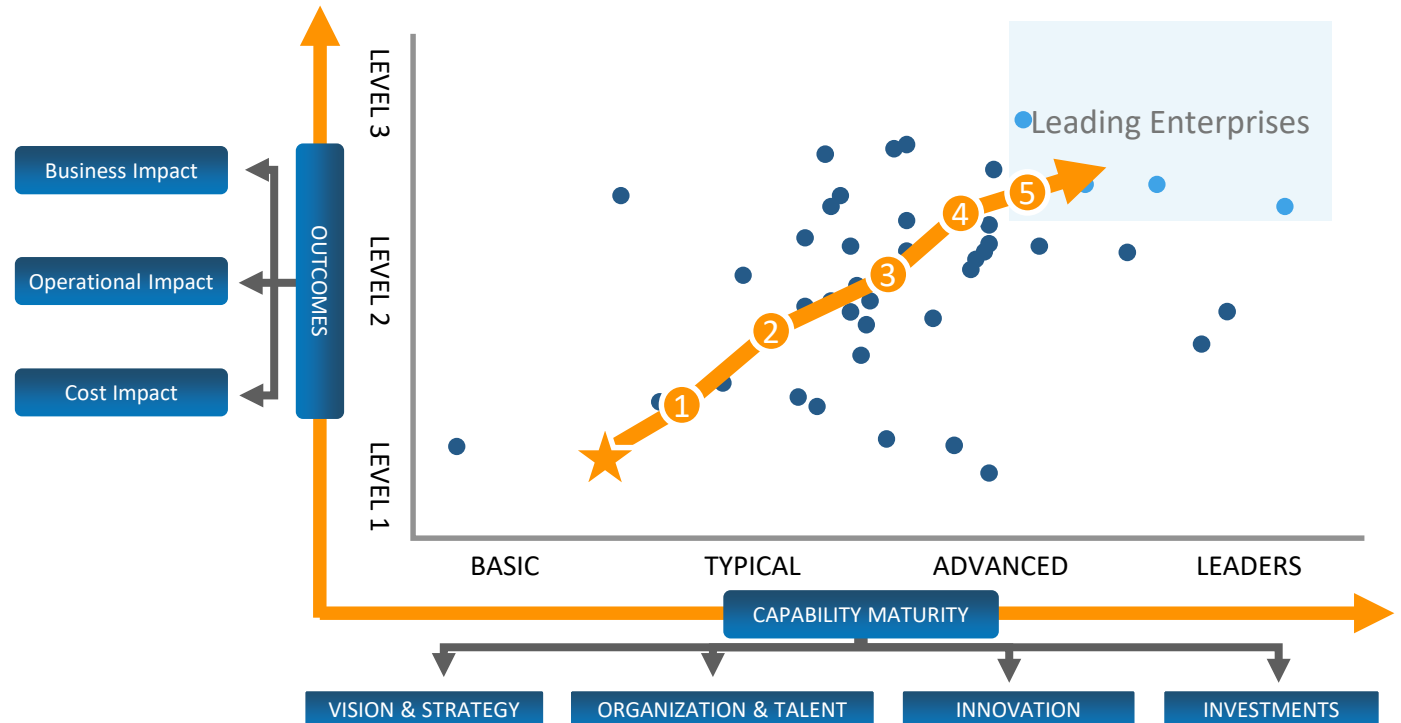
**3X MORE LIKELY**

to Achieve Improvements  
in Operational Metrics

# SMALL STEPS ARE KEY TO DIGITAL TRANSFORMATION

Leading healthcare enterprises think about their journey to digital transformation as a series of many smaller steps (not necessarily a big bang), with commonly defined, accepted and communicated goals.

“There’s a growing awareness among healthcare organizations that digital is an enterprise-wide business mindset and not just a series of siloed digital projects and pilots,” said Saurabh Sinha, founder and CEO of emids. “This research confirms that if you really want to impact cost then you have to design for it. That starts with a vision of your future state so that you can reverse engineer systems and solutions to reach that goal. Even more important to digital success is an embedded culture of innovation across the organization, supported with investments that enable that journey.”





But There are Barriers  
to Implementation





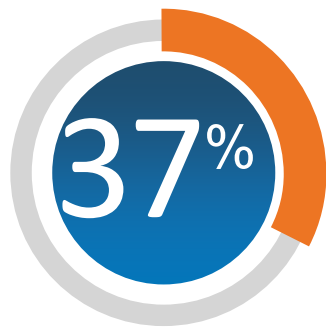
of organizations feel  
their digital initiatives  
are not yielding results.

# BARRIERS TO DIGITAL TRANSFORMATION

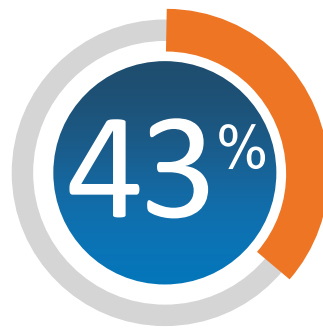
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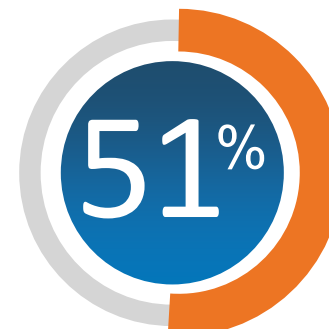
External  
Collaboration



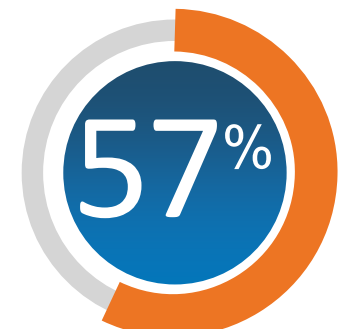
Policy and  
Regulation



Access to  
Information



Lack of  
Funding



Internal  
Alignment

# PRINCIPLES OF LEADING ORGANIZATIONS

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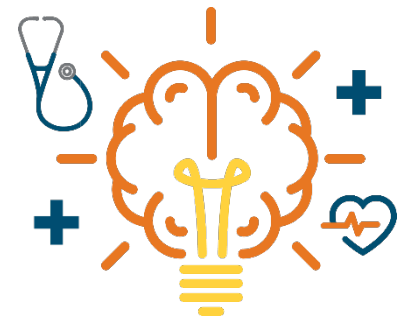
**Must Have CEO  
and Board Buy-In**



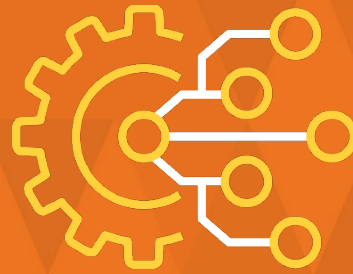
**Empower Market-facing  
Units to Fund and Execute  
Digital Objectives**



**Establish an Internal  
Venture Fund for Digital  
Transformation**



**Create Strong Third-Party  
Relationships for Talent,  
Agility and IP**



# See How You Compare

Receive a custom report and a one-on-one briefing to understand how your organization compares to leading enterprises identified in our Digital Transformation Readiness Index.

[Get Started](#)