

# Buyer mindsets of CFOs

Six things to know to before you pitch your digital health solution



**1** CFOs are becoming more involved in guiding technology strategy<sup>1</sup>

**84%** of CFOs expect to be more involved in 2023 than in 2022.  
More than 1/3 expect to be "significantly" more involved.



**2** CFOs expect to increase their spending in specific technologies through 2025<sup>2</sup>

**79%** digital health technologies  
**59%** data and interoperability tools  
**46%** core business technology

**3** CFOs primarily focus on four things when evaluating tech investments<sup>3</sup>

- Low cost of implementation
- Quick ROI
- Low total cost of ownership
- Compatibility with existing systems



**4** Select technologies are more likely to generate ROI in healthcare<sup>4</sup>

- Robotic process automation
- Machine learning
- Natural language processing (NLP)



**5** In tool selection, interoperability has the upper hand<sup>5</sup>

**71%** of providers look to their EHR vendors for new solutions before looking to others.



**6** CFOs report a net change in their 2023 technology investments<sup>6</sup>

**+19%** Telehealth platform  
**+7%** Strategic planning tools  
**-7%** Automated patient communications  
**0%** Revenue cycle optimization  
**-2%** Digital front door / patient portal

Ready to put this data into action? [Grab our Shortlist Makers playbook.](#)

Inside, you'll get our best advice for positioning your technology so it impresses even the most discriminating CFOs.

## redox

### Sources

<sup>1</sup> CFO 2023 Outlook Survey, CFO.com. <sup>2</sup> "Health care organizations turn to CFOs to help navigate disruption," Deloitte Insights, 2022. <sup>3</sup> CFO 2023 Outlook Survey, CFO.com. <sup>4</sup> "KPMG healthcare industry technology insights report," KPMG U.S., June 2022. <sup>5</sup> "2022 Healthcare Provider IT Report: Post-Pandemic Priorities," Bain & Company and KLAS Research, October 2022. <sup>6</sup> "2023 BDO Healthcare CFO Outlook Survey: Healthcare's Challenging Road Ahead," BDO, January 30, 2023.