REGION FOCUS: UNITED STATES

BUYER MINDSETS:
Health Technology Perspectives from Clinical and Clinical IT Leaders

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In This InfoBrief

This InfoBrief aims to provide insight for technology vendors into their buyer's mindset as well as insight for health systems into competitors' priorities and tech investments.

The data for this InfoBrief is based on a survey of 205 respondents at medium to large health systems (system-affiliated, not independent), and not-for-profit and investor-owned organizations.

Roles of respondents included representatives from:

- Clinical leadership such as Chief Medical Officer, Chief Nursing Officer, President/Head/SVP/VP/Director of a clinical line of business department (e.g., medicine or nursing).
- Clinical IT leadership such as Chief Medical Information Officer, Chief Nursing Information Officer, President/Head/SVP/VP/Director of a clinical IT department (e.g., health informatics, clinical workflow optimization, or patient engagement).

The study addresses the critical market problem of gaining a deep understanding of clinical leaders' pressing priorities, challenges, and perspectives regarding technology and health IT investments in healthcare. It provides invaluable and time-sensitive insights for healthcare technology companies, vendors, and stakeholders, enabling them to swiftly align their offerings and strategies to effectively meet the evolving needs and high expectations of clinical leaders in this dynamic landscape.

Digital Transformation Is Top of Mind

Providers rank digital transformation as their top organizational goal, followed by cost containment, patient-centric care, and strategic data use.

- **Digital transformation is the top goal for healthcare providers** because it takes lessons learned from the pandemic and represents a fundamental shift in how they conduct business as opposed to just "digitizing" traditional care. Ultimately, it offers a new model for healthcare delivery that can transform the entire healthcare ecosystem, delivering better patient outcomes, improving resource utilization, and driving innovation.
- **By embracing digital technologies, providers can enhance patient care quality, improve operational efficiency, expand access to health services, and make data-driven decisions**. In addition, strategically implementing and optimizing technology solutions enables organizations to drive cost-reduction initiatives and maximize operational efficiency by automating processes, eliminating redundancies, and optimizing resource allocation.
- **By leveraging technology effectively, healthcare providers can streamline operations, minimize waste, enhance accuracy, and access critical information promptly**. Ultimately, these capabilities empower healthcare organizations to improve patient care, boost productivity, and contribute to a sustainable, high-performing healthcare system.
- **Improving the quality of care is more important to clinical leaders** because they are more proximate to patients and either directly manage or have some level of responsibility in the operational and financial aspects directly related to healthcare delivery, which are all important for optimizing patient outcomes.
- **Health data can be leveraged as a strategic asset** to enable clinicians to make evidence-based decisions and deliver personalized patient care, resulting in positive health outcomes.

Digital Transformation Is Top of Mind (continued)

From 2023 to 2024:

More than half **(53%)** of clinical and clinical IT leaders **see digital transformation as the most important goal** for their organization.

More clinical **(44%)** than clinical IT **(27%)** leaders **view improving the quality of care as an important goal**.

35% of clinical and clinical IT leaders **view cost reduction as an important goal**.

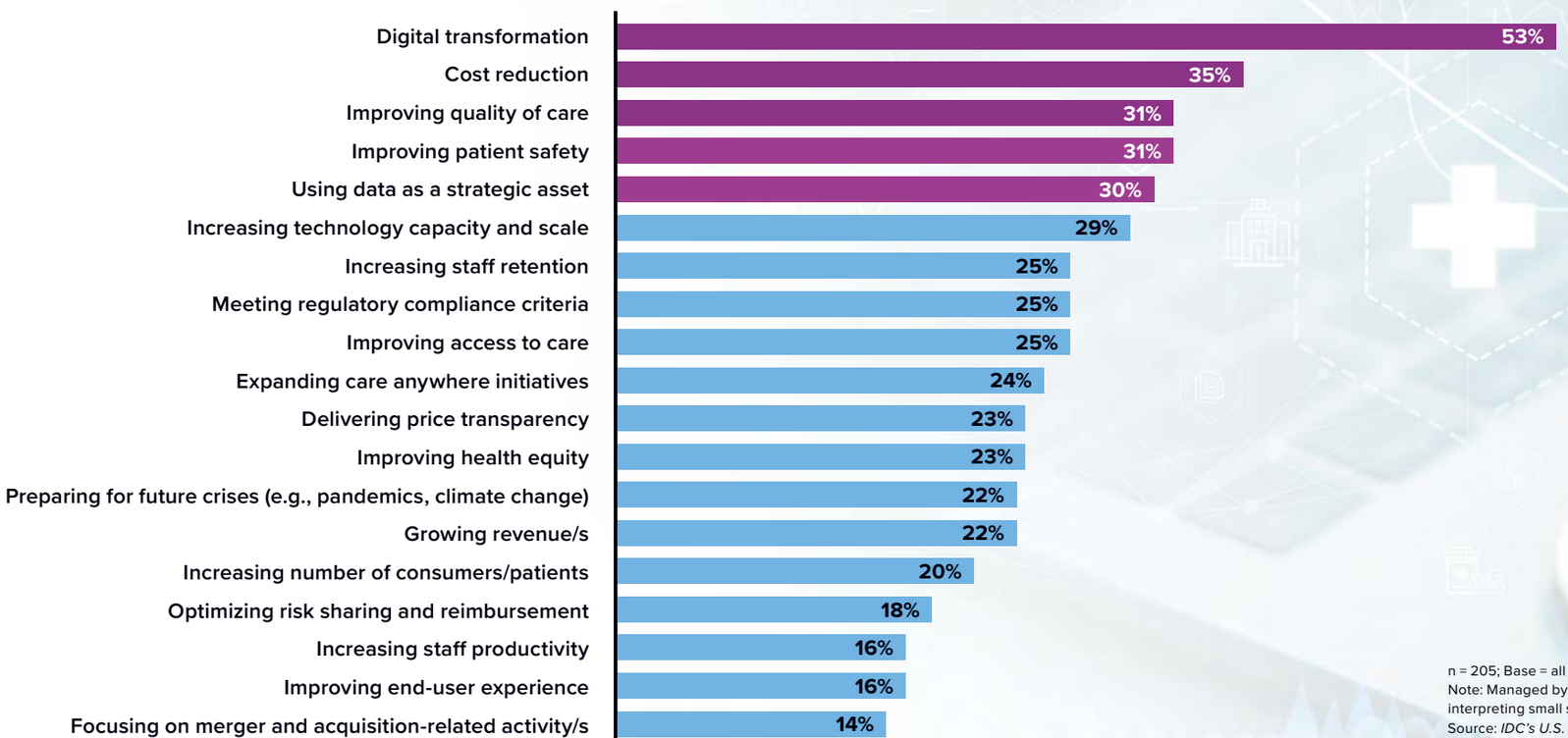
30% of clinical leaders **view using data as a strategic asset as an essential goal**.

31% of clinical and clinical IT leaders **view improving care quality as an important goal**.

The Most Important Goals for Healthcare Organizations

What are the top five most important goals for your organization over the period of 2023 to 2024?

(% of respondents)



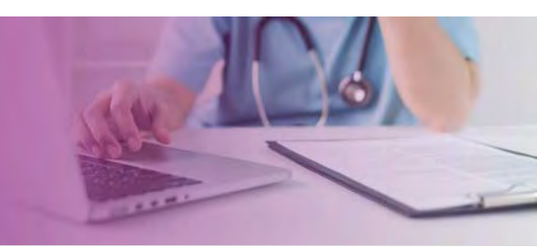
n = 205; Base = all respondents
Note: Managed by IDC's Global Primary Research Group; Data not weighted; Use caution when interpreting small sample sizes; Multiple dichotomous table: total will not sum to 100%.
Source: *IDC's U.S. Healthcare Provider Technology and Connected Health Survey, April 2023*

Remote, Virtual, and Automated Care Solutions Aid Providers in Addressing Staff Shortages

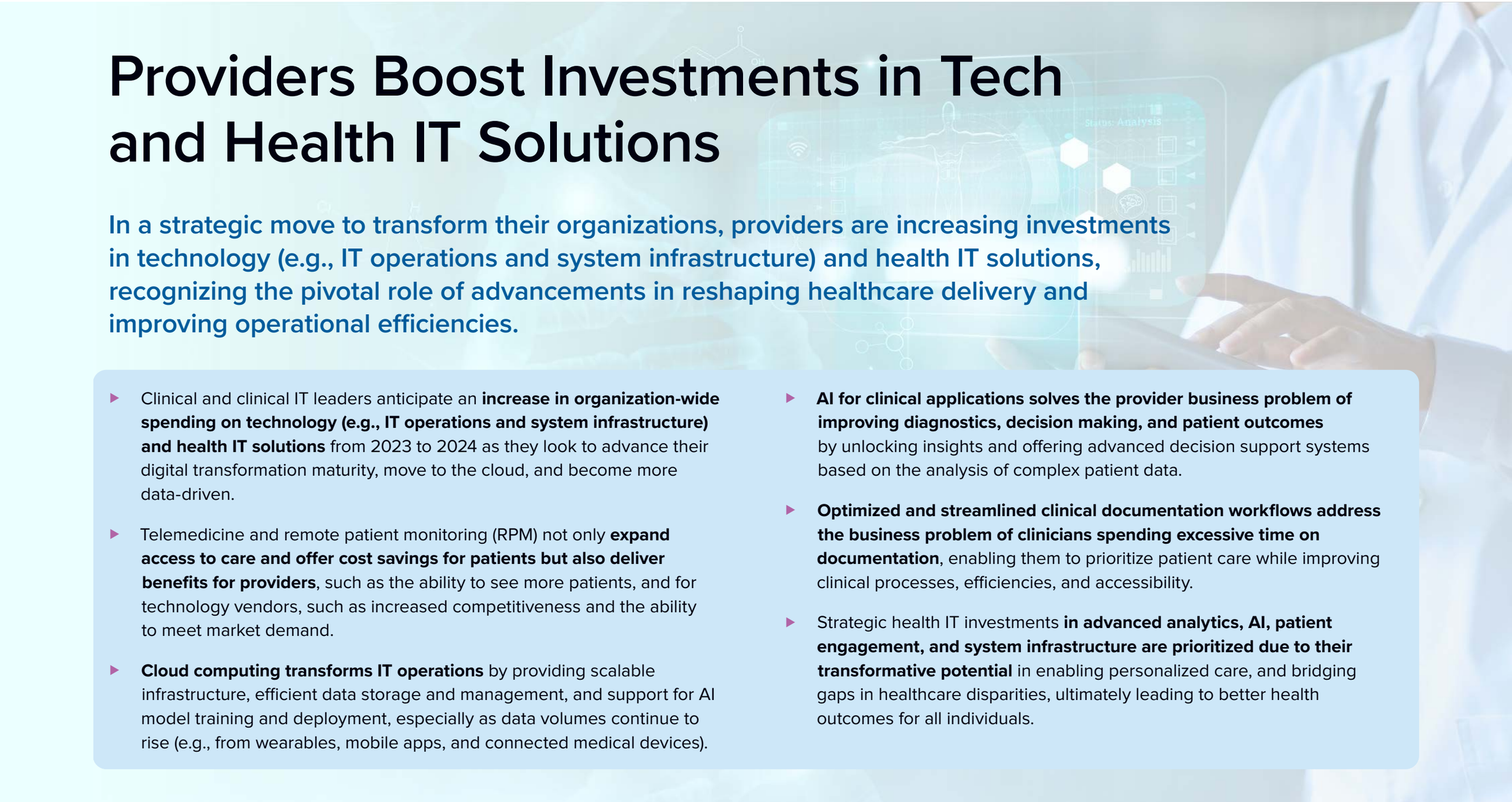
Infusing remote, virtual, and automated care solutions into health IT systems, applications, and workflows is crucial for clinical and clinical IT leaders to tackle challenges related to staff shortages.

- Telemedicine and other virtual care solutions enable efficient and accessible healthcare delivery, reducing the need for in-person visits.
- Remote patient monitoring helps healthcare providers address gaps in staff shortages while maximizing their ability to be more proactive in caring for patients.
- Automated appointment scheduling tools optimize staff utilization, improving pre-service and point-of-service efficiencies alongside patient experience.
- **General guidance for technology vendors when launching or advancing these initiatives includes:**
  - Involve customer stakeholders from different departments
  - Prioritize data security and patient privacy
  - Regularly review policies, workflows, and training materials with customers
  - Seek feedback from patients, providers, and staff
  - Inform customers about emerging technology capabilities and related trends

Over the next two years, clinical and clinical IT leaders expect telemedicine and other virtual care solutions (69.3%), remote patient monitoring (60.5%), and automated appointment scheduling tools (40.4%) will help their organization contend with healthcare staff shortages.



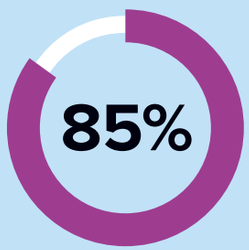
Providers Boost Investments in Tech and Health IT Solutions



In a strategic move to transform their organizations, providers are increasing investments in technology (e.g., IT operations and system infrastructure) and health IT solutions, recognizing the pivotal role of advancements in reshaping healthcare delivery and improving operational efficiencies.

- Clinical and clinical IT leaders anticipate an **increase in organization-wide spending on technology (e.g., IT operations and system infrastructure) and health IT solutions** from 2023 to 2024 as they look to advance their digital transformation maturity, move to the cloud, and become more data-driven.
- Telemedicine and remote patient monitoring (RPM) not only **expand access to care and offer cost savings for patients but also deliver benefits for providers**, such as the ability to see more patients, and for technology vendors, such as increased competitiveness and the ability to meet market demand.
- **Cloud computing transforms IT operations** by providing scalable infrastructure, efficient data storage and management, and support for AI model training and deployment, especially as data volumes continue to rise (e.g., from wearables, mobile apps, and connected medical devices).
- **AI for clinical applications solves the provider business problem of improving diagnostics, decision making, and patient outcomes** by unlocking insights and offering advanced decision support systems based on the analysis of complex patient data.
- **Optimized and streamlined clinical documentation workflows address the business problem of clinicians spending excessive time on documentation**, enabling them to prioritize patient care while improving clinical processes, efficiencies, and accessibility.
- Strategic health IT investments **in advanced analytics, AI, patient engagement, and system infrastructure are prioritized due to their transformative potential** in enabling personalized care, and bridging gaps in healthcare disparities, ultimately leading to better health outcomes for all individuals.

Providers Boost Investments in Tech and Health IT Solutions (continued)



of clinical and clinical IT leaders expect increased organization-wide spending on technologies (e.g., IT operations and system infrastructure) and health IT solutions from 2023 to 2024.

37% of clinical IT and 18% of clinical leaders prioritize investment in cloud computing.

In comparison, **37% of clinical and 26% of clinical IT leaders prioritize investment in IT operations**, reflecting their respective responsibilities for managing the technological and service aspects of care delivery.

"You indicated you expect your overall organization-wide spending on technologies and health IT solutions to increase from 2023 to 2024."

"Which top three areas would the spending be allocated to?"

- Telemedicine/RPM: **41%**
- Cloud Computing: **33%**
- AI for Clinical Applications: **28%**
- IT Operations: **28%** (tied)

Providers Are Funneling More Dollars into Third-Party Technologies

Providers are committed to leveraging innovation beyond electronic health record (EHR) solution suites by significantly increasing spending on third-party technologies.

In addition to ramping up automation and decreasing costs, investment in EHR solution suites aims to make data more readily available and reliable and organizations more agile.

- Clinical leaders and clinical IT leaders **acknowledge the transformative potential of automation as it empowers their organizations** to realize new efficiencies, improve patient outcomes, reduce costs, and unlock the full potential of data utilization in healthcare.
- **Increased investment in digital transformation and cloud computing is essential** for clinical and clinical IT leaders to compete with industry disruptors and navigate economic volatility.
- **Providers recognize that timing is critical**, and that no clinician has the time to assemble a jigsaw puzzle of data from different sources.
- **Organizational agility**, facilitated by third-party technologies, enables healthcare providers to swiftly **deploy new solutions and adapt to changing market trends and regulatory requirements.**

Providers Are Funneling More Dollars into Third-Party Technologies (continued)

Among clinical and clinical IT leaders:

88% anticipate increasing spending on third-party technologies (outside EHR solution suites)

40% see data reliability as a top priority when deploying new technologies and health IT solutions

47% see automation as the top benefit to achieve when deploying new technologies and health IT solutions

39% see data availability as a top priority when deploying new technologies and health IT solutions

42% see reduced costs as a top priority when deploying new technologies and health IT solutions

31% see organizational agility as a top benefit when deploying new technologies and health IT solutions

Leaders Rely on New Technologies to Activate the Transformative Power of Data

Clinical and clinical IT leaders collectively value data availability and reliability, but their roles and priorities influence their perspectives.

- Clinical IT places slightly more priority on **data availability to drive system integration**, interoperability, and data-driven clinical decision-making.
- **Clinical leaders prioritize data reliability and automation** as the most important benefits of new technologies. This emphasizes their need for accurate, complete, updated, and trustworthy data for correct reporting, compliance, care delivery, and business performance. Reliable data is also critical for creating accurate AI models used in clinical applications.
- **General guidance for technology vendors to ensure data availability and reliability includes:**
  - Demonstrate a proven track record for exchanging data with a wide variety of EHRs and enterprise systems across multiple sites
  - Show how data updates will be handled to accommodate regulatory and/or EHR vendor changes
  - Incorporate patient identity matching in the solution to ensure health data is associated with the correct patients

39% of clinical IT and **35%** of clinical leaders see **data availability as a top benefit** when deploying new technologies and health IT solutions.

50% of clinical leaders and **37%** of clinical IT see **data reliability as a top benefit** when deploying new technologies and health IT solutions.

In-Person Events and Peer Review Sites Form the Most Influential Crossroads for Clinical and Clinical IT Leaders

Face-to-face collaboration and peer review sites are powerful in their influence on clinical and clinical IT leaders when purchasing new solutions.

Both roles value engaging with other professionals, experts, peers, and vendors while learning, connecting, and collaborating for successful technology investments.

- To reach clinical IT leaders, **establishing a presence at in-person events can significantly enhance visibility and engagement.**
- Clinical leaders, who often act as tech champions, highly value technologies from vendors that are already established within their organization, so demonstrating **the ability to integrate seamlessly with EHR/enterprise systems is crucial for third-party vendors.** Interactions with sales representatives also wield a strong influence on clinical leaders' technology buying decisions.

In-Person Events and Peer Review Sites Form the Most Influential Crossroads for Clinical and Clinical IT Leaders (continued)

30% of clinical and clinical IT leaders **view in-person events as the most influential source of information for their organization** when investing in new technologies and health IT solutions.

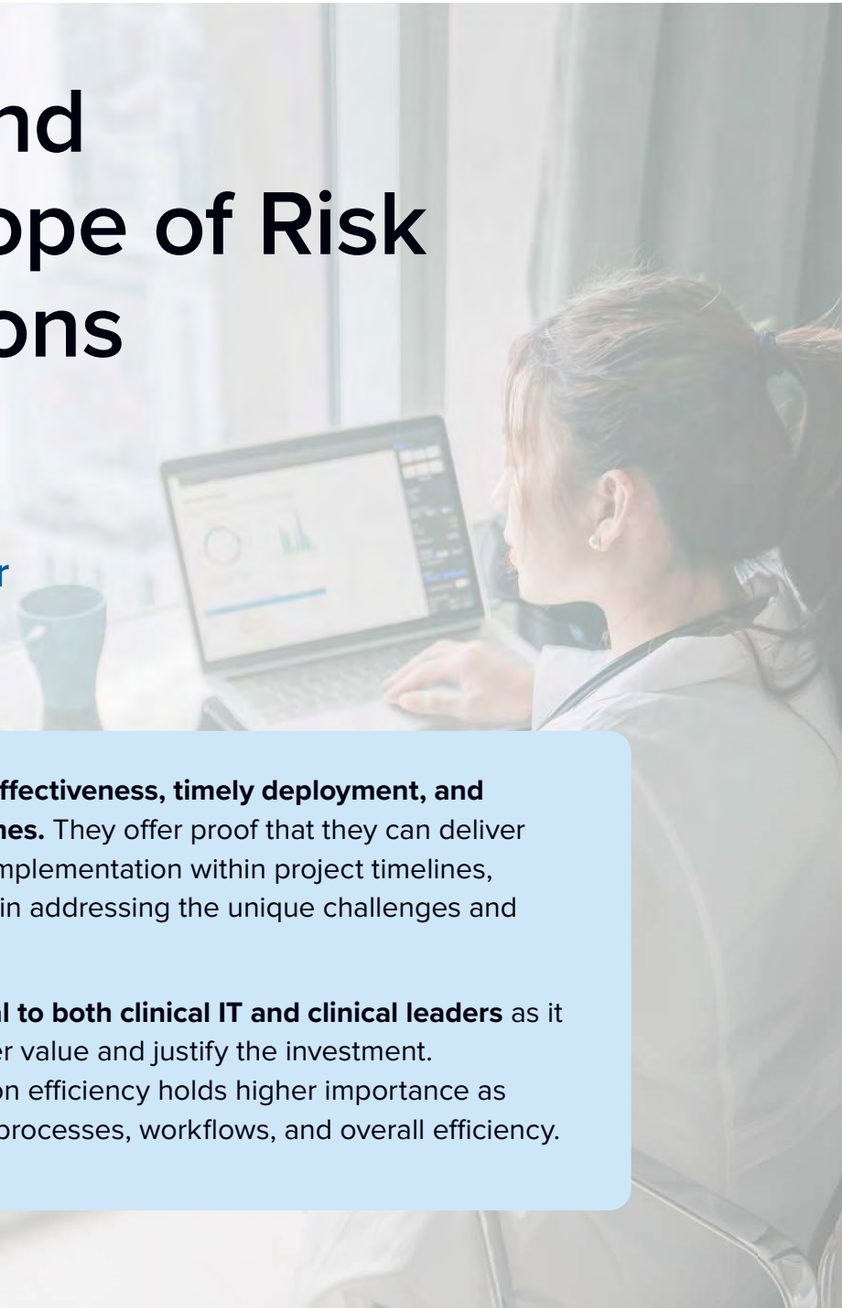
27% of clinical and clinical IT leaders **view peer review sites as an influential source of information for their organization** when investing in new technologies and health IT solutions.

26% of clinical and clinical IT leaders **view interactions with sales representatives as an influential source of information for their organization** when investing in new technologies and health IT solutions.

26% of clinical and clinical IT leaders **view vendor advertising as an influential source of information for their organization** when investing in new technologies and health IT solutions.

- **In-person events are more influential sources of information for clinical IT (34%) than for clinical (17%) leaders.** In comparison, interactions with sales reps are slightly more important for clinical leaders (33%) than clinical IT leaders (24%) when investing in new technologies and health IT solutions.
- **Being an existing customer of the same vendor is more important for clinical leaders (35%) than clinical IT leaders (21%)** when investing in new technologies and health IT solutions.

Vendor Proof Points Help Clinical and Clinical IT Leaders Tread the Tightrope of Risk When Evaluating Third-Party Solutions



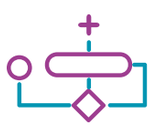
Both clinical and clinical IT leaders carefully evaluate third-party solutions, considering influential factors such as cost, utility, and risk because there is no room for missed opportunities or failure. Consequently, they listen for specific proof points during tech vendor pitches.

- **Providers do not consider or select third-party tech vendors that fail to demonstrate cost-effectiveness**, as their solutions may be expensive or not provide sufficient return on investment; a clear understanding of clinical workflows, as their offerings may not align well with the specific needs and processes of healthcare providers; and a security posture, as concerns about data privacy and protection may arise if the vendor's security measures are not up to par with industry standards.
- **Winning tech vendors demonstrate cost-effectiveness, timely deployment, and healthcare industry expertise in their pitches.** They offer proof that they can deliver a favorable return on investment, efficient implementation within project timelines, and a deep understanding and experience in addressing the unique challenges and requirements of the healthcare industry.
- **Demonstrable return on investment is vital to both clinical IT and clinical leaders** as it ensures that the chosen vendors can deliver value and justify the investment. However, for clinical leaders, implementation efficiency holds higher importance as slower deployments can disrupt their daily processes, workflows, and overall efficiency.

Vendor Proof Points Help Clinical and Clinical IT Leaders Tread the Tightrope of Risk When Evaluating Third-Party Solutions (continued)

The top three reasons why third-party vendors are not considered or selected for new technology or health IT initiatives are:

Lack of cost-effectiveness (47%)



An unclear understanding of clinical workflows (45%)

Security posture (43%)

The top three reasons why third-party vendors are considered or selected for new technology or health IT initiatives are:

Cost-effectiveness (49%)

Timely deployment (48%)

Care industry expertise (45%)

Demonstrable ROI is vital to both clinical and clinical IT leaders (40%), but **implementation efficiency is more important** to clinical leaders (44%) than to clinical IT leaders (29%) for vendors **to demonstrate when pitching new third-party technologies** (outside EHR solution suites) and health IT solutions for selection.

Mobile Applications Lead Multimodal Approaches for Digital Patient Engagement and Experience

Clinical and clinical IT leaders recognize that multiple technologies and health IT solutions, especially mobile apps, enable patients to access health information, engage with their healthcare providers, and receive more personalized care anytime, anywhere, leading to improved patient outcomes, heightened satisfaction, and increased cost savings.

- **Mobile applications are highly valued by clinical and clinical IT leaders** for their convenience, personalization, interactivity, and remote healthcare capabilities—all of which enhance patient engagement and improve the overall patient experience.
- However, **mobile applications are challenging to deploy due to issues with compatibility, security, compliance, integration, and user acceptance.** Addressing these challenges requires careful planning, meticulous execution, and a focus on maintaining a seamless and secure user experience.
- **Clinical IT prioritizes CRMs slightly more than clinical leaders** for managing patient relationships (i.e., acquisition, retention, and growth) and streamlining engagement processes due to the former's closer involvement with CRM-related data and implementations.
- Because they focus on business outcomes, **clinical leaders prioritize patient communication, messaging, and outreach more than clinical IT leaders.** Clinical IT's lower prioritization of these aspects of patient engagement and experience falls in line with their focus on the technical aspects and data management.

Mobile Applications Lead Multimodal Approaches for Digital Patient Engagement and Experience (continue)

51% of all clinical and clinical IT leaders **see mobile applications as the most beneficial digital patient engagement** and experience technology for their organization.

38% of clinical leaders and **22%** of clinical IT leaders **see patient communication, messaging, and outreach as beneficial for digital patient engagement** and experience at their organization.

29% of clinical IT and **21%** of clinical leaders **see CRM as a beneficial digital patient engagement and experience technology for their organization.**

33% of clinical and clinical IT leaders see mobile applications as the most challenging digital patient engagement and experience technology to use and deploy for their organization.

Clinical and Clinical IT Disagree On What Challenges Them the Most About IT Operations and System Infrastructure

Both clinical and clinical IT leaders acknowledge the significant challenges related to privacy and security, along with the shifting demands of risk and compliance. However, clinical leaders identify integration and middleware as substantially more challenging than clinical IT.

- **Privacy, security, and data protection challenges stem from the sensitive nature of patient data**, regulatory requirements, and the concern around the increasing incidence of healthcare data breaches and the prevalence of cybersecurity threats.
- **The difficulties of data management and storage are top-of-mind for clinical IT**. In contrast, clinical leaders rank integration and middleware challenges significantly above these concerns because they have a broader view of the organization's workflows and processes, including integrating various systems and applications to support their specific areas of responsibility. **When systems interoperability is not seamless, clinical leaders directly experience the impact on their daily operations.** Lack of integration, for instance, necessitates logging in to multiple devices and piecing together data from different systems, which consumes valuable time that clinical leaders cannot afford to waste.

39% of all clinical and clinical IT leaders see privacy, security, **and data protection** as the top IT operations and system infrastructure technology challenges for their organization.

40% of clinical leaders and **27%** of clinical IT leaders reported **integration and middleware as IT operations and system infrastructure technology** challenges for their organization.

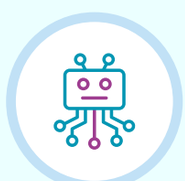
Providers Recognize the Benefits of Automation and AI in Key Areas

Clinical and clinical IT leaders want to unleash the power of automation and AI to streamline their operations for optimal efficiency, preventative health measures, and early intervention.

- **Clinical and clinical IT leaders recognize automation's power to generate efficiencies and improve clinical operations.**
- Clinical leaders **value automated prior authorization more than clinical IT**, perhaps because they witness the daily administrative burden and health consequences of manual processing.
- Clinical and clinical IT leaders **recognize AI's potential in self-guided screening, imaging analytics, and EHR-integrated virtual assistants for enhanced efficiency** and patient care because the technology has demonstrated promising capabilities in these areas.

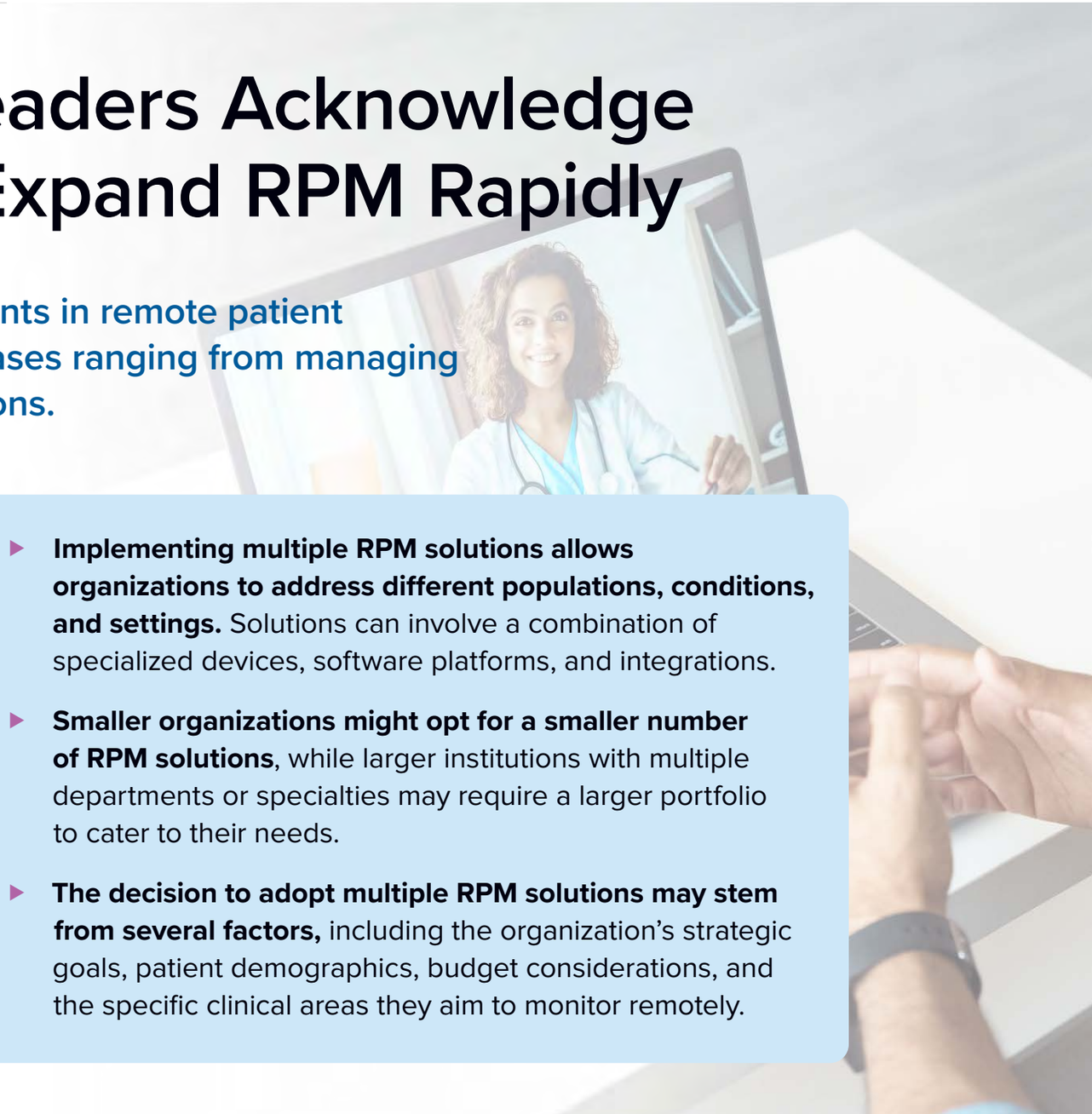
29% of clinical and clinical IT leaders **reported clinical documentation integrity (CDI) as the area that would benefit the most from automation**, followed by patient scheduling (28%), document processing (28%), and prior authorization (26%).

35% of clinical leaders and **25%** of clinical IT **see prior authorization as benefiting the most from automation.**



Clinical and clinical IT leaders see **the top three areas that would benefit the most from AI** as self-guided screening and examination (35%), imaging analytics and diagnostics (30%), and EHR-integrated virtual assistants (25%).

Clinical and Clinical IT Leaders Acknowledge the Need to Adopt and Expand RPM Rapidly



The majority of providers report increased investments in remote patient monitoring (RPM) in 2023-2024, with diverse use cases ranging from managing chronic conditions to triggering real-time interventions.

- **Clinical and clinical IT leaders report having RPM in production in 2023-2024** and/or making additional investments to equip providers with continuous remote monitoring of patients' health, early detection of issues, timely interventions, **improved patient outcomes, and resource efficiency.**
- **The majority of clinical and clinical IT leaders anticipate having more RPM solutions by 2024** to meet the increasing demand for remote healthcare services and to leverage the benefits offered by such solutions to monitor and manage patients, enhance care delivery, and adapt to the evolving healthcare landscape.
- **Implementing multiple RPM solutions allows organizations to address different populations, conditions, and settings.** Solutions can involve a combination of specialized devices, software platforms, and integrations.
- **Smaller organizations might opt for a smaller number of RPM solutions**, while larger institutions with multiple departments or specialties may require a larger portfolio to cater to their needs.
- **The decision to adopt multiple RPM solutions may stem from several factors,** including the organization's strategic goals, patient demographics, budget considerations, and the specific clinical areas they aim to monitor remotely.

Clinical and Clinical IT Leaders Acknowledge the Need to Adopt and Expand RPM Rapidly (continued)

43% of clinical and clinical IT leaders reported that they had remote patient monitoring in production today or were making additional investments.

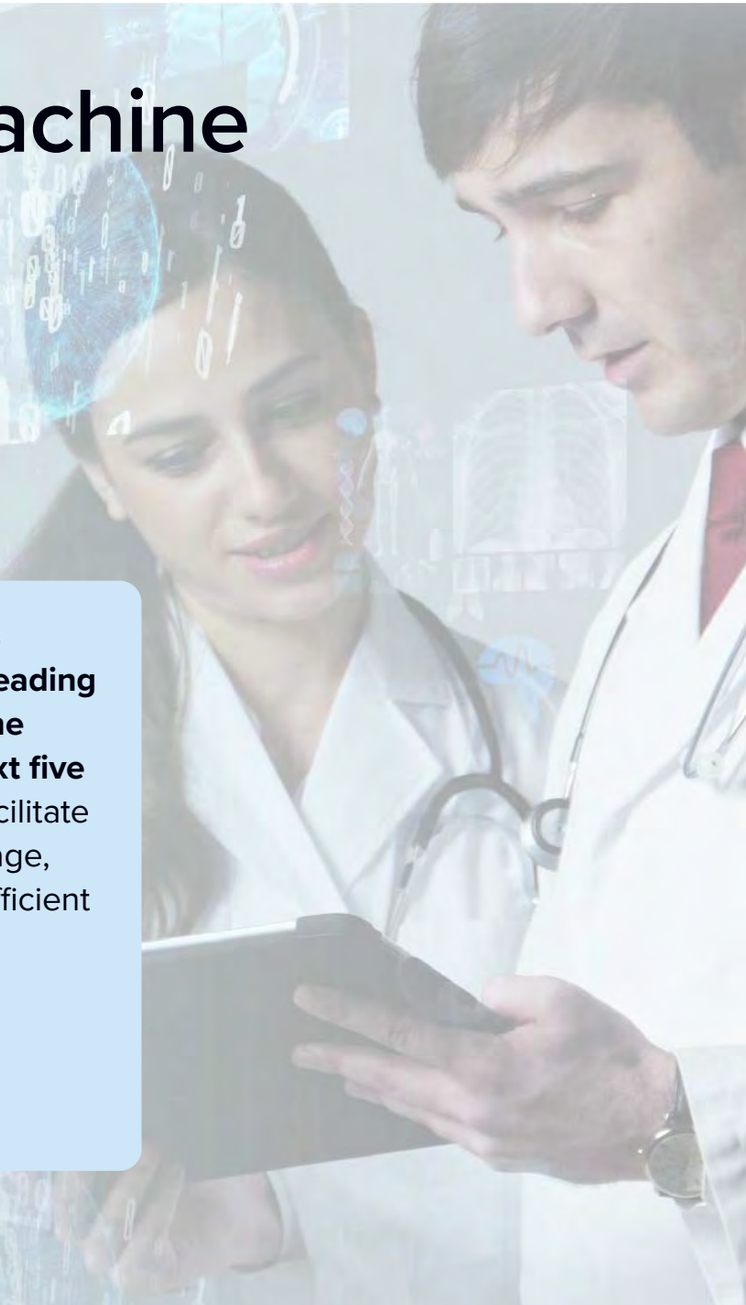
71% of clinical IT and **25%** of clinical leaders reported planning to use RPM to trigger real-time or near real-time clinical interventions.

55% of clinical and clinical IT leaders reported planning to use RPM to manage patients with chronic conditions and the same number (55%) to trigger real-time or near real-time clinical interventions, while **45%** plan to use it to enable earlier discharge of high-risk/frail patients.

77% of clinical and clinical IT leaders reported that they will have greater than five and less than 20 remote patient monitoring solutions by 2024.

75% of clinical IT and **14%** of clinical leaders reported planning to use RPM to manage patients with behavioral health issues.

Providers See 5G, Big Data, AI and Machine Learning as Reshaping Healthcare



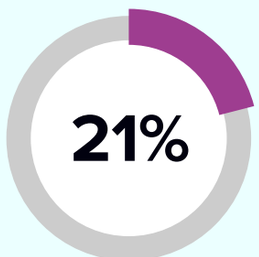
Clinical and clinical IT leaders believe that 5G, big data and analytics, and AI and machine learning will reshape healthcare by enhancing connectivity, analyzing vast amounts of data, and enabling advanced diagnostic capabilities.

- **More clinical IT executives perceive 5G as a top technology impacting the healthcare industry over the next five years** due to its potential to enhance real-time connectivity, enable telemedicine advancements, and facilitate the seamless integration of medical devices and systems.
- **More clinical leaders perceive big data and analytics as a top technology impacting the healthcare industry over the next five years** due to its potential to unlock valuable insights, drive evidence-based decision making, and improve operational efficiencies in their organizations.
- **Clinical and clinical IT leaders consider cloud computing a leading technology that will impact the healthcare industry in the next five years** due to its potential to facilitate secure and scalable data storage, seamless collaboration, and efficient resource utilization.

Providers See 5G, Big Data, AI and Machine Learning as Reshaping Healthcare (continued)

Clinical and clinical IT leaders believe that the top three technologies that will impact the healthcare industry are:

- 5G (28%)
- Big data and analytics (26%)
- Artificial intelligence and machine learning (25%)



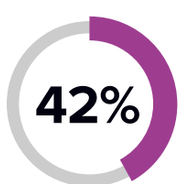
of clinical and clinical IT leaders also believe cloud computing to be a leading technology that will impact the healthcare industry.

- More clinical IT **(31%)** than clinical **(19%)** leaders **see 5G as a top technology impacting the healthcare industry.**
- More clinical leaders **(31%)** than IT **(25%) see big data and analytics as a top technology** impacting the healthcare industry.

Clinical and Clinical IT Leaders See HL7 FHIR as the Way Forward

Clinical and clinical IT leaders recognize the current impact of the HL7 FHIR standard on healthcare and anticipate its future potential to significantly transform the industry with its interoperability and data exchange capabilities.

of providers perceive the HL7 FHIR standard's current impact on healthcare as exceptionally high (9 or 10 on a 10-point scale) due to its ability to enhance interoperability, streamline data exchange, and facilitate efficient healthcare information management.



of providers anticipate the HL7 FHIR standard to have an even more significant impact on healthcare (9 or 10 on a 10-point scale) in the next five years, as it enables more seamless interoperability, promotes more data-driven decision making, and fosters innovation.

- **Clinical IT leaders see a higher potential future impact from the HL7 FHIR standard** than clinical leaders due to their more profound understanding of its technical advantage as a vendor-neutral standard for health data exchanges.
- Notably, the number of respondents who foresee a **high impact for FHIR of 9 or 10 on a 10-point scale more than doubles in the future.**

Essential Guidance for Tech Vendors

- **Tie your solutions to the pursuit of digital transformation**, showcasing how their innovative functionality elevates patient outcomes to new heights.
- **Focus on championing cost containment** by unveiling how your technologies and health IT solutions contribute to containing costs, amplifying operational efficiency, and nurturing patient-centric care.
- **Emphasize how your solutions put data to strategic use,** empowering evidence-based decision making and orchestrating personalized care.
- **Position any remote, virtual, and automated care capabilities "up, front, and center"** in ways that help providers contend with staff shortages.
- **Align your offerings with providers' focused pursuit of digital transformation** and their deepening interest in cloud computing, AI, and advanced analytics.
- **Triumph in the area of trust** by demonstrating your solutions' cost-effectiveness, expertise, and reliability.
- **Be a reliable data guardian** by fortifying your solutions with security measures, robust data management, and interoperability that relieve providers of their fears.
- **Lead providers to take advantage of in-person events and peer review sites** that reveal your company's depth of experience, solution mastery, and market presence.
- **Generate provider interest with automation, AI, and mobile apps** that transform clinical operations in new and improved ways.
- **Satisfy the market appetite for RPM solutions** that power clinical vigilance, early intervention, and improved patient outcomes.
- **Explore tomorrow's uncharted territories of 5G, AI and machine learning**, and beyond as a pioneer looking to become a front runner.
- **Equip providers to transcend ecosystem barriers** with solutions that use HL7 FHIR to seamlessly exchange data.

Essential Guidance for Healthcare Providers

- **Embrace becoming digital forward** to redefine your healthcare service by adopting cutting-edge technologies and health IT solutions that make patient care more efficient, improve outcomes, and foster innovation through data-driven decisions and operational enhancements.
- **Master the art of cost-effective care** by strategically implementing technology solutions to contain costs through automation, streamlined processes, and optimized resources that maximize operational efficiency and reduce expenses.
- **Empower patients at the center** to enhance care quality and deliver personalized experiences. Use strategic data for evidence-based decisionmaking and tailor patient care to drive positive health outcomes.
- **Defy staffing shortages and workforce challenges** with remote, virtual, and automated care solutions that utilize telemedicine, remote monitoring, and automated scheduling tools, which optimize staff utilization and enhance patient care.
- **Invest in the future** by amplifying investments in technology and health IT solutions that embrace digital transformation as well as cloud computing, AI, and advanced analytics to achieve operational excellence and deliver personalized care.
- **Trust the third-party advantage** by investing in reliable, cost-effective third-party technologies where vendors demonstrate expertise, timely deployment, and data reliability to support your journey.
- **Build confidence among your clinical and clinical IT leaders** by prioritizing data management, security, and interoperability to ensure data is reliable, available, and secure.
- **Unleash the power of influence** by attending in-person events and engaging in peer review sites that offer opportunities to connect, learn, and collaborate.
- **Act on the rise of automation, AI, and mobility** to optimize clinical operations, elevate patient experience, and infuse next-generational capabilities like streamlined documentation, self-guided screening, and app-based patient engagement.
- **Champion remote patient monitoring** focusing on data continuity, early intervention, and resource efficiency to meet the increasing demand for remote healthcare.
- **Embrace emerging tech frontiers** by staying ahead of the curve and exploring 5G, AI, and machine learning to realize a competitive edge in the dynamic healthcare industry.
- **Bridge the data gap** by fostering seamless data exchange and aligning it with HL7 FHIR capabilities that drive compatibility and interoperability toward cross-system impact.

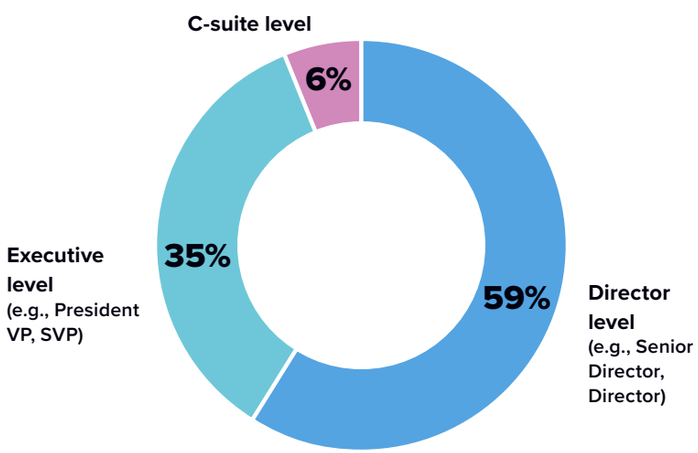
Survey Demographics: US Healthcare Provider Survey

Survey sample size:

15-minute survey, composed of approximately 25 questions

Total sample size: n = 205 respondents.

Respondent Level



Organization Size (Employees)

15,000+	29%
2,500–14,999	44%
1,000–2,499	27%

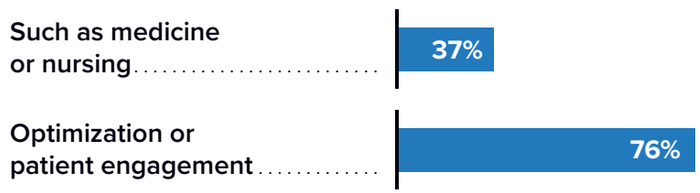
Decision Authority

28% Primary IT Decision Maker

47% Part of the Decision Process

25% IT Influencer

Respondent Role



Organization Type

60%	Privately owned, for-profit health system or IDN
19%	Publicly owned, for-profit health system or IDN
14%	Privately owned, not-for-profit health system or IDN
3%	Publicly owned, not-for-profit health system or IDN
2%	Privately owned health system or IDN
2%	Government-owned health system or IDN

About the IDC Analyst

Mutaz Shegwi
Research Director, Worldwide Healthcare Provider
Digital Transformation Strategies, IDC

Mutaz Shegewi leads the healthcare provider research practice at IDC Health Insights, covering topics relevant to healthcare provider organizations looking to transform and become more digitally native than their competition. Mutaz advises the executive, clinical, and technical leadership of the world's foremost health information technology supplier and buyer organizations by producing data-driven research and a thought-leadership insights. Mutaz helps organizations navigate strategic challenges in health information technology and transform complexity into clarity in decision making.

More about Mutaz Shegewi

Message from the Sponsor

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