



SURVEY

Digital Transformation Priorities For Health Systems In A Post COVID-19 Era

Health systems are evolving in digital maturity: the CIO is the digital leader for most enterprises

- Our annual survey of the state of digital transformation conducted with senior healthcare executives, who are all CHIME members, points to access as the primary focus area for digital health and digital transformation. Virtual visits, automated communications for scheduling and reminders, and patient self-service tools are all high-focus areas. It was an online survey.
- The platform strategies of our respondent enterprises reveal an evolving landscape of technologies with

EHR systems being the primary platform for driving digital health. However, there is clear recognition that EHR platforms have limitations and in the words of one of our respondents, “relatively slow-moving” in their evolution. Health systems executives acknowledge the need to look beyond EHR systems for tools and solutions to drive their digital agenda.

- The CIO is also the leader of the digital agenda for nearly 75% of our respondents. Many health systems are turning to clinicians or dedicated digital leaders to drive the transformational agenda. A cross-functional collaborative approach to digital transformation is also evident in some of the respondents’ enterprises. However, nearly 10% of our respondents indicated they don’t have a digital function currently.
- IT leaders consider interoperability and integration as their #1 priority, suggesting how critical it has become for the success of digital transformation. Other priorities include strengthening the core IT infrastructure and

investing in data and analytics to enable digital transformation.

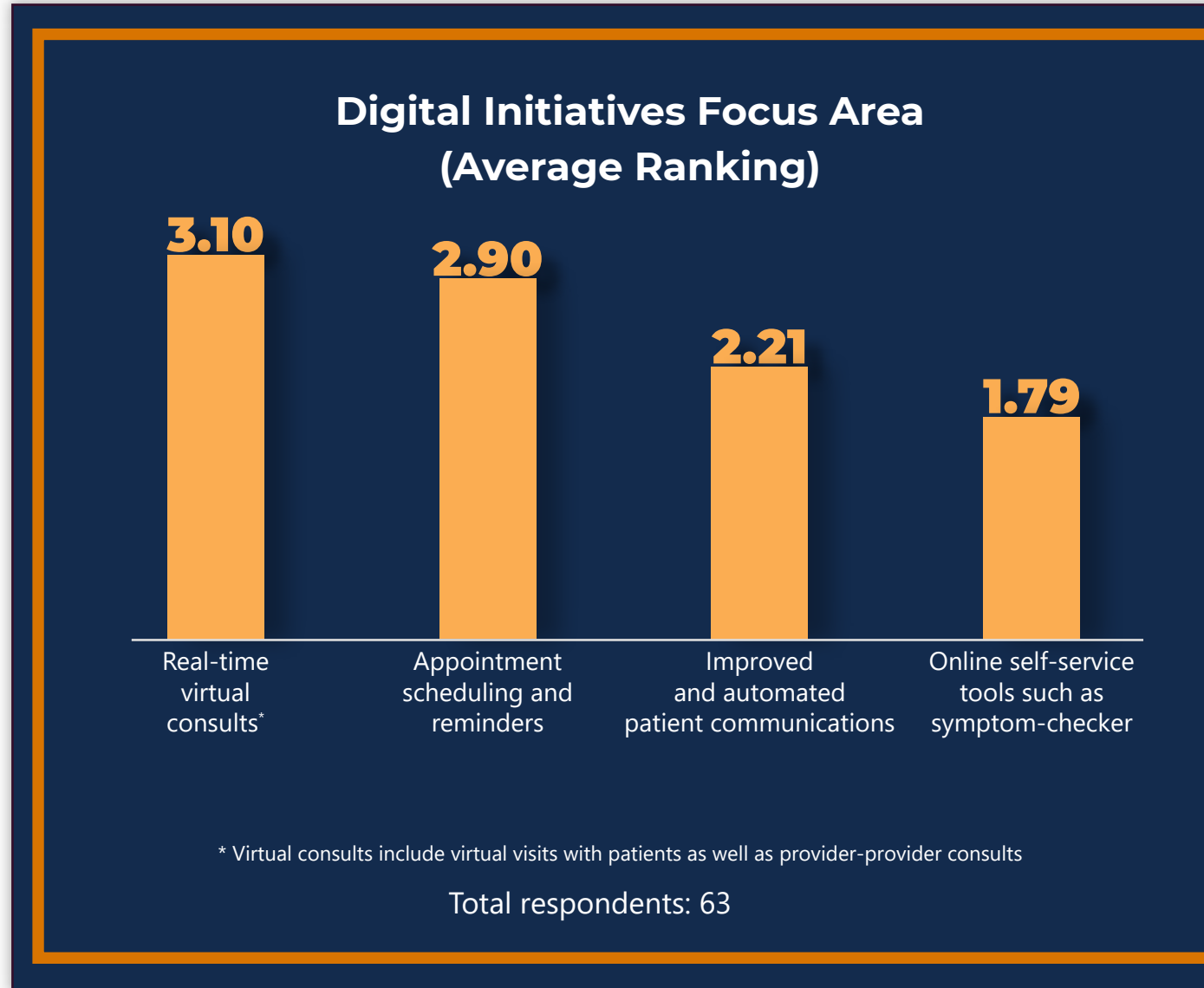
- Digital transformation budgets are embedded in IT budgets for nearly half the respondents, in line with the CIO’s role as de facto digital leader in most enterprises. Departmental needs provide budgeting support for digital initiatives in many cases, along with core IT priorities. In an encouraging sign, 15% of our respondents indicate they have dedicated budgets for digital transformation.

We hope you find these findings informative and useful for driving your own digital growth strategies.

Accelerate your transformation journey

Write to us at info@damoconsulting.net if you have questions or would like to engage our digital advisory practice.

What are the digital patient engagement initiatives your organization is currently focused on? (Please rank in order of priority)



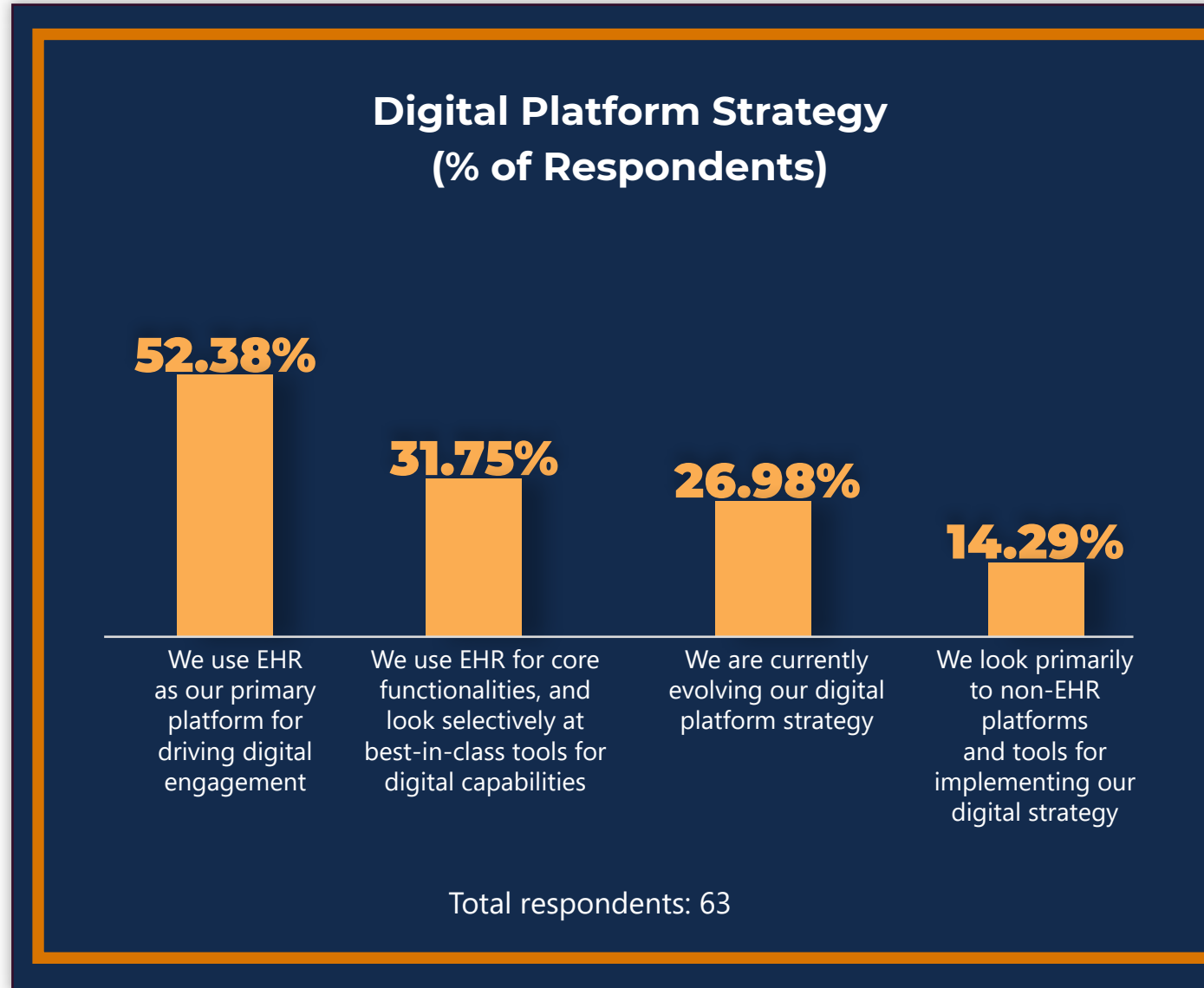
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Huge focus on touchless registration and keeping patient at home for appointments.

“

Much focus on tools for patient engagement: portal, self-scheduling, communications, billing estimates, payment arrangements, etc.

How would you describe your digital platform strategy?



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We currently utilize Epic's tools to help deliver on our digital platform strategy.

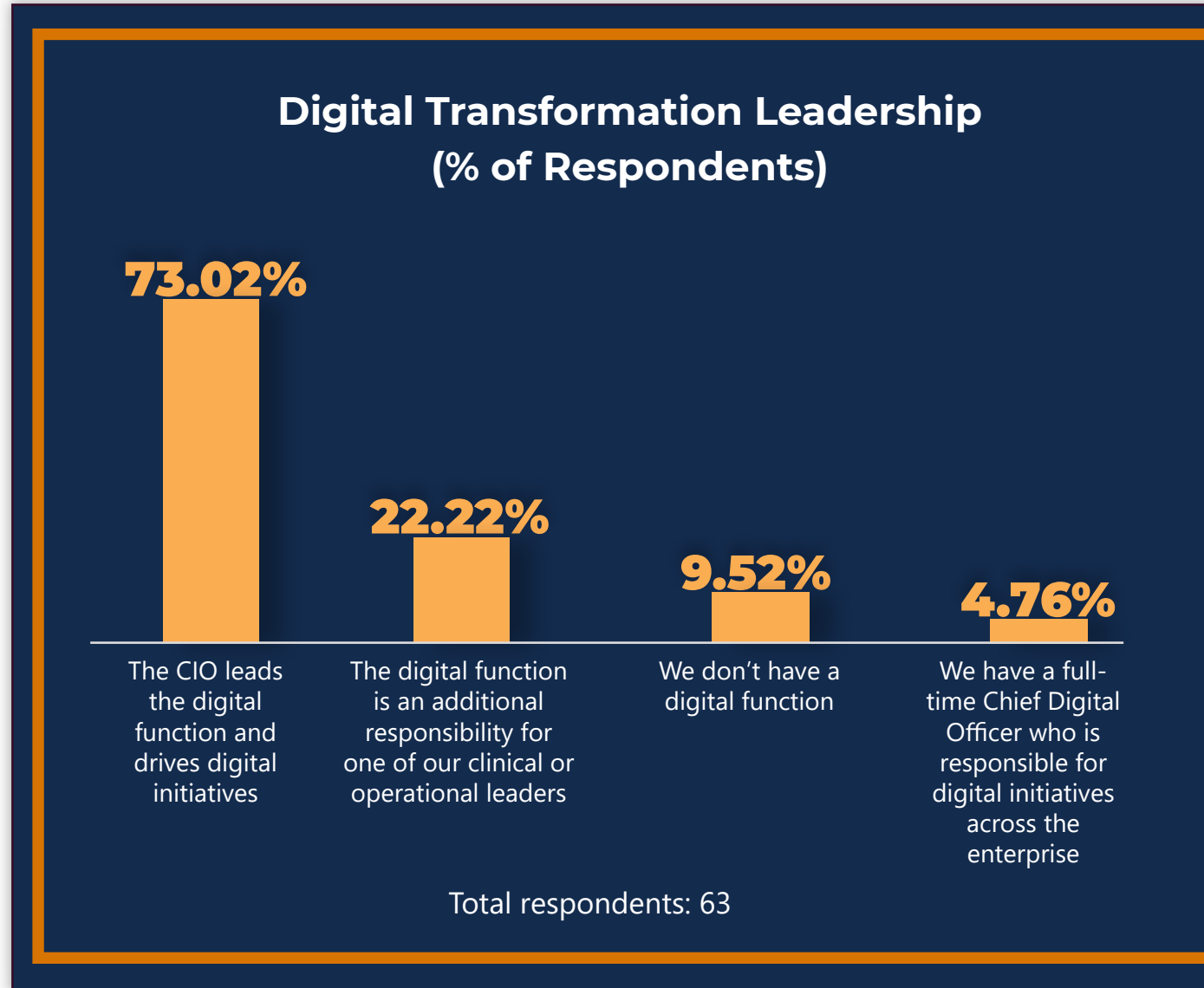
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Our EHR provides MOST tools for our digital platform strategy, but not all - where we use best-in-class tools.

“

Our EHRs are relatively slow moving in evolution terms and we therefore need to add in additional tools to support our digital agenda.

What best describes the way your organization drives digital initiatives?



“

The digital functions are led by the clinical leadership with much engagement from IT leadership.

“

CIO works in conjunction with clinical and operations leaders to determine need and strategy.

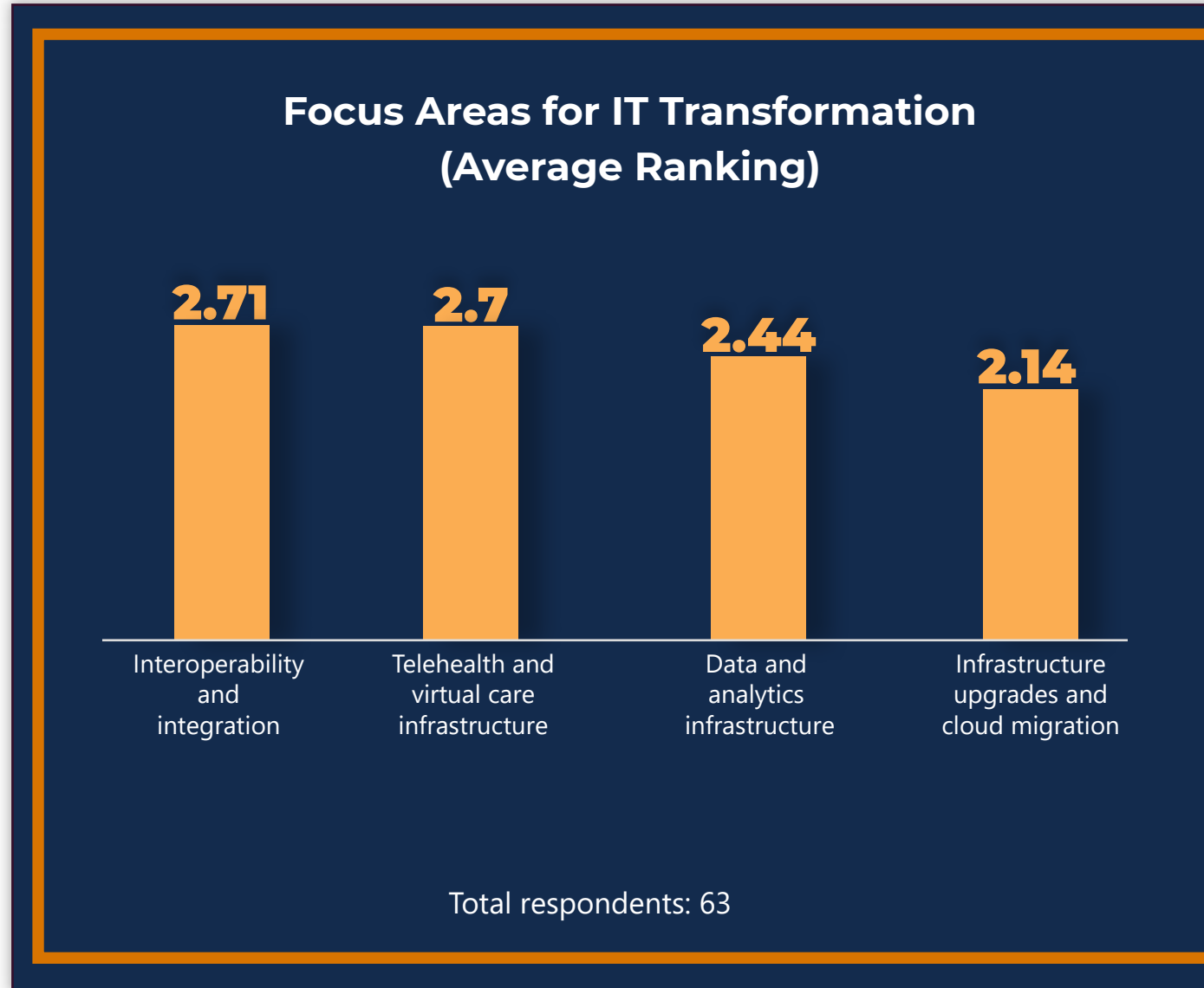
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CIO works closely with our Transformation team including clinical design team for whole pathway transformation and ensuring the digital agenda is clinically led.

“

We have an organization-wide Digital Health Committee with participation from marketing, medical, nursing and revenue cycle stakeholders involved.

What are the focus areas for the IT function to enable digital transformation? (Please rank in order of priority)



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We already have the infrastructure needed for telehealth and virtual care.

“

I would also add the workforce and digital literacy as key elements.

“

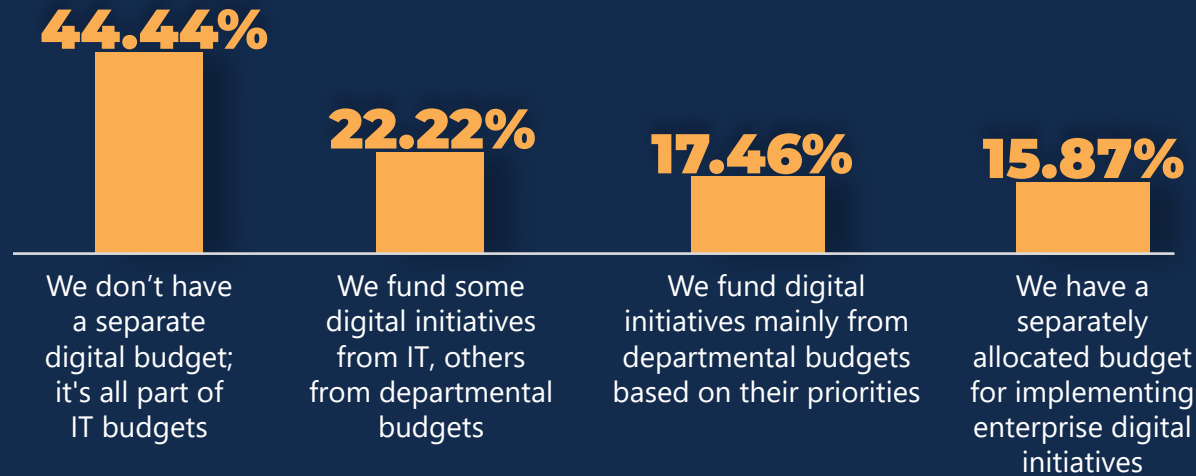
Mobile app deployment is our main vehicle for delivering the digital health functionality for the patients.

“

Use of AI and ML into workflow and operations.

What best describes how you are budgeting and funding for digital initiatives?

Budgeting and Funding for Digital Initiatives (% of Respondents)



Total respondents: 63

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The bulk of the expense is in the IT budget; however, peripherals/minor equipment used comes from the operational departments budget.

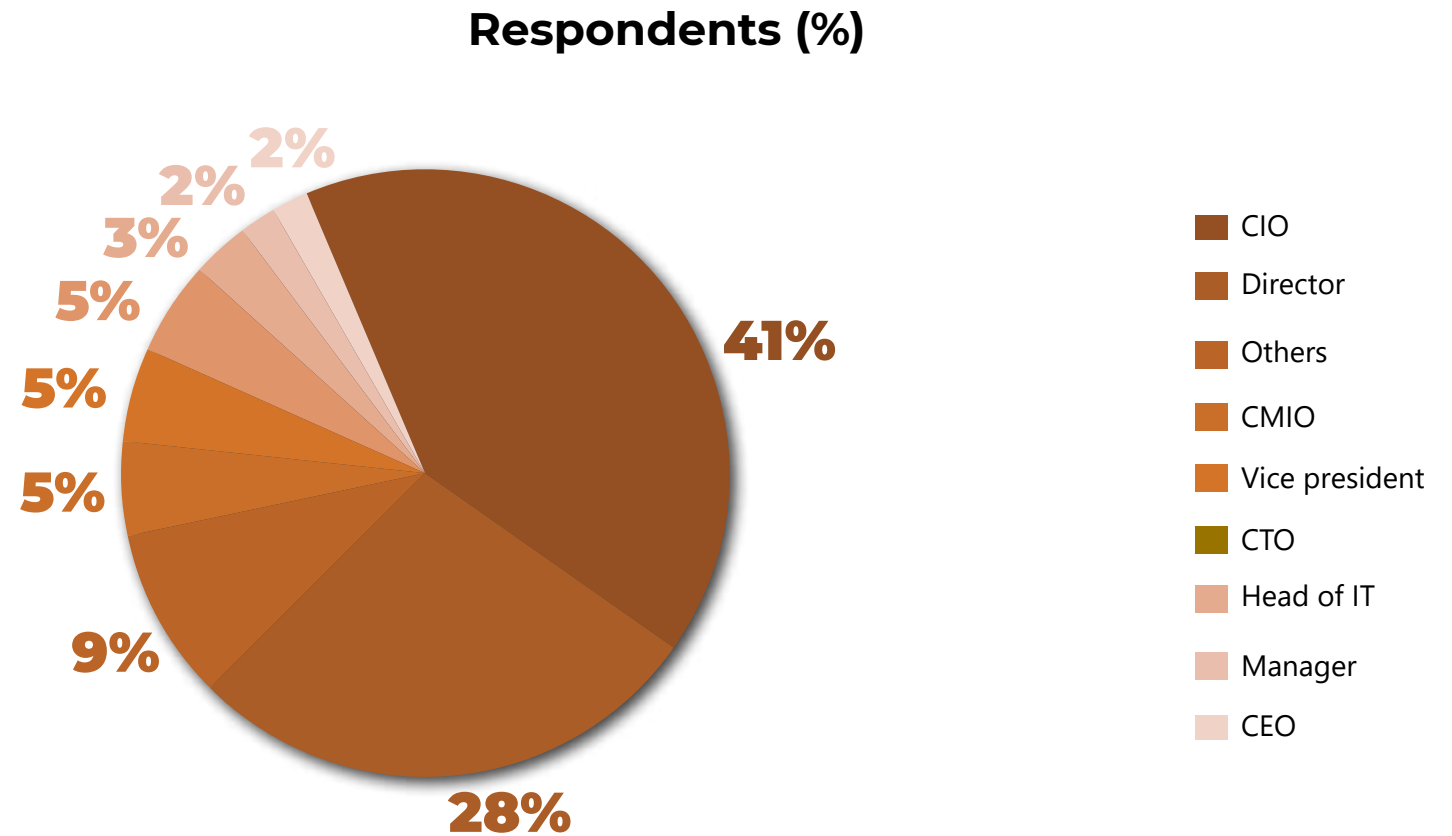
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Some areas have digital solutions specific to their areas, so they are champions for finding funds to make those purchases. They include IT to evaluate solutions and to help prioritize implementation.

“

We have a mix of organizational investment cases and business unit specific investment that may in turn become organization wide solutions.

Respondents Profile



Total respondents: 63

DigiM™: Digital maturity model for health systems*

Model

1

EHR as primary platform for digital engagement

- "< EHR vendor name> is our digital strategy"
- Focus on specific functionalities e.g. access and scheduling, real-time video consults



Model

2

Digital initiatives focused on virtualization of care

- Telehealth, eVisits
- "Digital front doors"
- Remote monitoring
- Patient communications



Model

3

Stand-alone digital innovation initiatives

- Enterprise-specific point solutions: Homegrown and partner-developed
- Innovation programs for commercialization of in-house development
- Departmental initiatives: specialized clinical needs



Model

4

Long-term strategic bets on multi-year investments

- Comprehensive, enterprise-level transformation strategy
- 1-2 key strategic partnerships, alongside EHR
- Robust governance model to leverage startup ecosystem



*Source: Damo Consulting maturity model framework

*To learn about Damo Consulting's DigiM™ digital maturity model framework, download our [white paper](#).

*For more information on how your organization can leverage our digital maturity assessment, write to info@damoconsulting.net

Digital Transformation Advisory Services



Digital strategy

- Digital maturity assessment
- Discovery workshops
- Competitive benchmarking
- Future state modeling



Digital roadmaps

- Digital engagement & digital front doors
- Prioritization and alignment
- Business case and financials
- Implementation Plan & dependencies



Technology strategy

- Technology architecture
- Solution strategy & impact assessment
- Vendor research & evaluation
- Partner selection: RFI/RFP



Digital governance

- Digital charters and objectives
- Standards and procedures
- Communications and change management
- Program management

For more information
write to us at
info@damoconsulting.net

We invite you to
visit www.damoconsulting.net

For additional content on digital strategy, case studies of our work, and ongoing research.
[Subscribe](#) to our newsletter and our highly rated podcast, [The Big Unlock](#).



Damo Consulting provides digital transformation advisory services to enable healthcare organizations navigate the technology-enabled transition to telehealth and virtual care. We bring deep industry knowledge, market insights and technology skills to help develop and implement enterprise digital roadmaps. We work with healthcare IT and digital health firms to develop and execute market growth strategies.



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