

TAKE YOUR DIGITAL TRANSFORMATION STRATEGY TO THE NEXT LEVEL

Healthcare organizations have embarked on digital transformation journeys to improve access, virtualize patient engagement and care delivery, and reduce operational costs. There is an urgent need for healthcare organizations to develop an enterprise level strategy and roadmap that identifies high priority initiatives, secure funding for multi-year transformational journeys and select the right technology partners to implement the roadmaps. A critical aspect of the implementation of digital transformation strategy is to build robust governance and organizational alignment around a common vision.

Using DAMO Consulting's DigiM™ maturity model framework and assessment tool, Prisma conducted a detailed evaluation of its digital maturity relative to peer health systems across the nation. The assessment provided valuable insights to help drive near-term priorities and investment needs to acclerate the transformation journey at Prisma.

Former CDO
Prisma Health



Our Key Offerings:

DIGITAL
TRANSFORMATION
ADVISORY

CRM ADVISORY GenAl ADVISORY

DAMO FRAMEWORK & APPROACH FOR DIGITAL TRANSFORMATION



Readiness assessment and benchmarking

- What are the current digital initiatives in flight?
- What benefits have these initiatives delivered?
- How do current initiatives compare to industry benchmarks?







Prioritization and dependencies

- What is the right prioritization and sequencing of the digital roadmap opportunities?
- What is the business case for each digitalization use case?
- What are the major technical dependencies? What is the level of technical debt?



Technology platform and partner selection

- What are the key gaps in talent? What are the key skills to develop in-house?
- Who are the strategic technology partners to help execute the vision?
- What is the role of the internal









Digital strategy and enterprise vision

- Where does digital transformation fit in overall enterprise strategy?
- What are the goals and objectives of a digital strategy?
- What are the risks in not executing on a digital transformation?



Digital roadmap development

- What is the universe of digital opportunity areas?
- How do they map patient engagement, caregiver enablement, or organizational efficiencies?
- What is the expected level of investment over a 3-year period?



Operating model and funding

- What is the optimal operating structure to deliver on this strategy?
- What is the governance structure for digital transformation?
- What is the funding structure and funding sources? How much is CapEx or OpEx



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Testimonials

"The firm's executives are heavily involved. We have regular meetings, and the executives are very much involved in what we are doing. They sit at the table with our firmrepresentative and have a structured approach that we have gone through. Our representative is personally accountable for a lot of things, adding great value to the process." VP/executive



Damo Consulting Digital Transformation 2022

"The firm's charges are fair. They aren't the kind of firm that tries to charge me for their paper clips. We got what we expected from them, and that was a good thing because our expectations were very high. The firm's work wasn't just okay; it was very good." — CDO

"The firm's key strengths are that they are a very nimble organization, they are always trying to find the right talent and fit, and they make good recommendations. Our firm representative has done a good job all the way through the process. They understand what it takes to build a strategy and deploy that strategy." - VP/executive

DIGITAL TRANSFORMATION ADVISORY PACKAGE

WHAT A
TYPICAL
ENGAGEMENT
LOOKS LIKE

1

Validate self-assessment with structured interviews and focus groups

2

Identify roadmap priorities and implement a strategy for achieving digital maturity goals (3)

Identify technology partners using the ICEA Framework

STEP-BY-STEP APPROACH



DigiM[™] maturity assessment



Ongoing digital initiatives: current state assessment (high-level)



Internal survey: identify high-impact opportunity areas and high-level journey maps



Leadership interviews: organizational priorities and gap analysis



Digital transformation roadmap and actionable insights



Vendor market intelligence, evaluation and selection



Digital Health program execution support

Investment: \$49,000

4 - 6 WEEKS

CASE STUDY

How a Large Integrated Non-Profit Health System Used Digital Maturity Assessment To Drive An Enterprise Digital Roadmap

Prisma Health is a large non-profit healthcare system in the southeast with nearly 30,000 team members, 270 physician practices, about 20 acute care and speciallity hospitals, and two affiliated medical schools.

Learn More



Damo Consulting worked with Prisma to conduct a digital maturity assessment and develop an enterprise roadmap.



The engagement identified priorities for digital experience and virtual care delivery across the health system.



Prisma evolved the concept of a virtual care hub and a governanace model to advance digital investments.

More Case Studies

A Nationally Known Health Enterprise

Digital Strategy

- · Enterprise digital strategy
- · 6-month engagement
- Worked with over 60 takeholders across the organization
- Developed comprehensive roadmap and partner strategy

Geisinger

Digital Transformation

- · Digital charter
- · Governance and Strategic communications
- Technology strategy & vendor selection
- · CRM strategy and COE Enterprise Data strategy

PRISMA HEALTH

Digital Roadmap

- · DigiM™ digital maturity assessment
- Digital roadmap and org model, Digital front door and consumer experience strategy
- Business case and partner strategy

NYC-based Academic Health System

Telehealth/Digital Strategy

- Maturity assessment and competitive benchmarking
- · Digital front door strategy
- · Vendor strategy and competitive intelligence
- · Governance model and org design



Damo Consulting provides digital transformation advisory services and software solutions to enable healthcare organizations to navigate the technology-enabled transition to telehealth and virtual care. We bring deep industry knowledge, market insights and technology skills to design, develop and implement enterprise digital roadmaps.





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