

Benchmarking Digital Transformation to Drive Better Outcomes in Health & Life Sciences

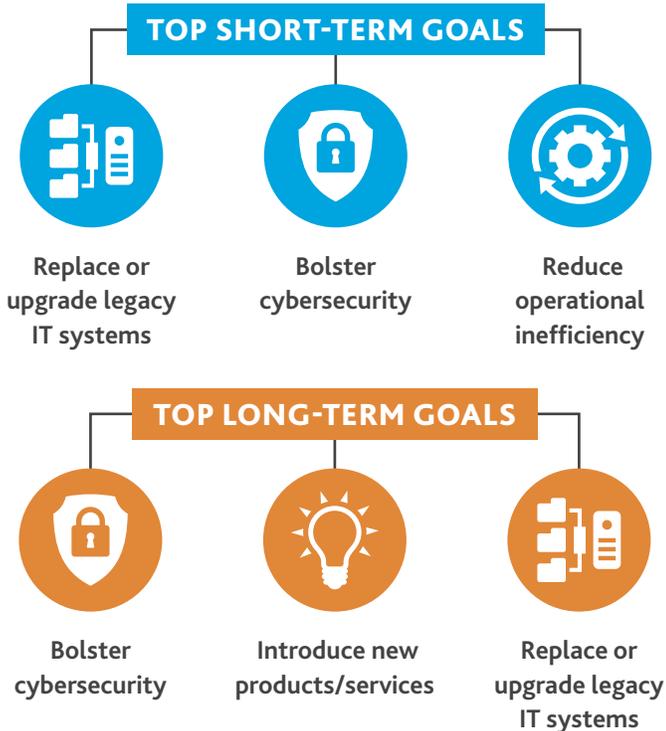
To remain competitive in the digital economy of the future, health and life sciences companies need to not only digitize their operations but also evolve the way they drive and measure outcomes as the industry shifts from fee-for-service to value-based care. Patient care innovation is happening at the intersection of medicine and technology, heralding a new era of preventative health measures and precision therapy. At the heart of it all is data—and the process of bringing together and analyzing disparate sources of that data from across the health ecosystem to turn information into actionable insight. The digital transformation journey is thus one of data enablement balanced with data protection.

For some health and life sciences organizations—especially those born out of the tech-enabled era—digital transformation is in their DNA. The adaption to, and adoption of, emerging technologies to further business goals comes instinctively to them. For most, however, digital transformation requires a lot more foresight, consideration and planning—especially when the integration of innovative technologies leaves the organization vulnerable to new and burgeoning cyber and privacy threats.

See how your organization's transformation readiness compares to the health and life sciences entities BDO surveyed in its [2019 Middle Market Digital Transformation Survey](#).

DIGITAL TRANSFORMATION GOALS

Disruptive innovation is still a faraway goal for mid-market health and life sciences executives.

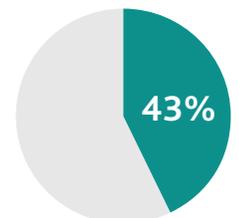


DIGITAL TRANSFORMATION CHALLENGES

IT infrastructure and cybersecurity concerns top health and life sciences' digital transformation challenges.

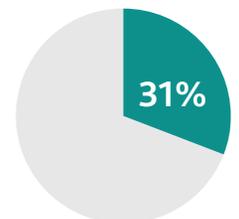
#1 DIGITAL THREAT:

Cybersecurity and privacy breaches



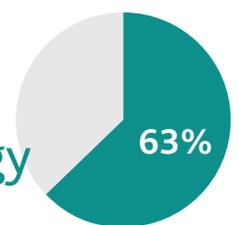
#1 BARRIER TO MOVING FORWARD WITH A NEW DIGITAL INITIATIVE:

Concerns about cybersecurity



#1 BARRIER TO IMPLEMENTING A DIGITAL INITIATIVE:

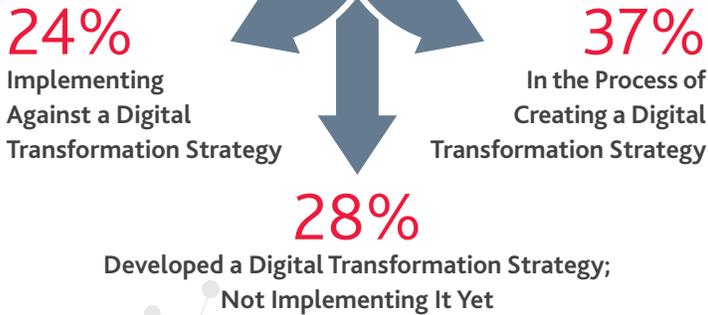
Interoperability with legacy technology and processes



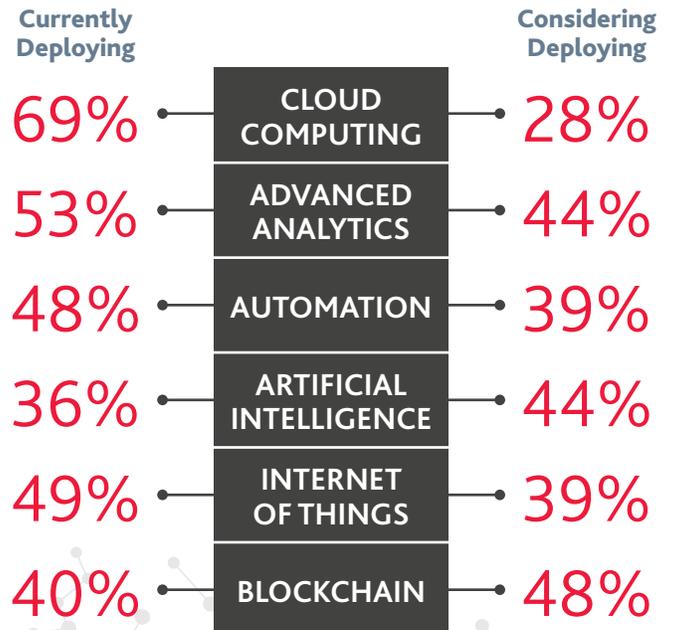
DIGITAL MATURITY

Health and life sciences organizations vary in their digital transformation strategy maturity.

DIGITAL TRANSFORMATION STRATEGIC READINESS



ADVANCED TECHNOLOGY ADOPTION



The future health and life sciences ecosystem will be steeped in technological innovation and integration. To be successful, organizations will need to reinvent themselves as digital businesses, with the evolving needs of the patient at the center of everything they do. Those that embrace the new digital era will be able to meaningfully act on health data and ultimately, adjust recommended patient treatments accordingly to drive better patient outcomes—all while growing revenues and boosting profitability. Those that don't run the risk of being replaced by the hybrid, tech-driven health organizations of the future.

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