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# What's top of mind for health care leaders regarding digital efforts?

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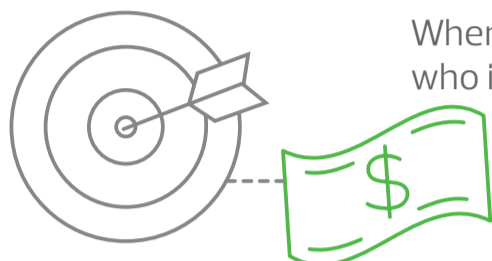
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# What's **top of mind** for health care leaders regarding digital efforts?

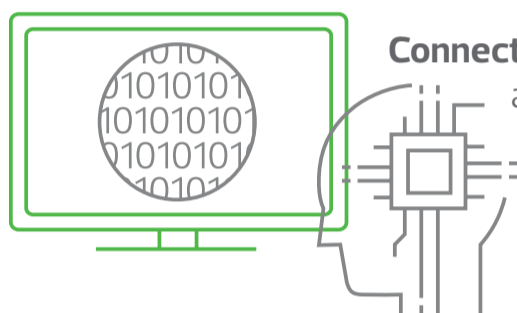
RSM surveyed chief executive officers, chief financial officers and chief innovation officers from health care organizations about Digital Transformation. Here's what they had to say:

## LACK OF STRATEGY BEGETS LAGGING BEHIND



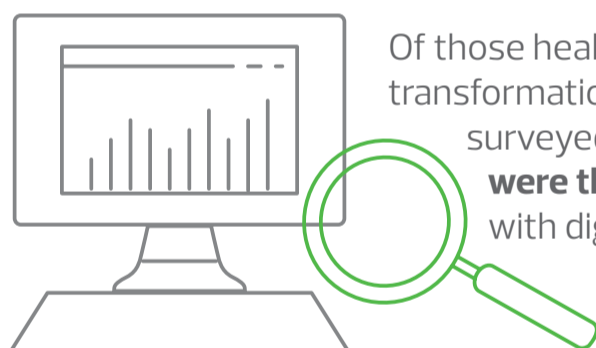
When it comes to implementing digital technologies, executives who indicated their organizations lagged or were at parity compared to competitors said it was **due to a lack of digital strategy alignment and investment.**

## MOST IMPORTANT



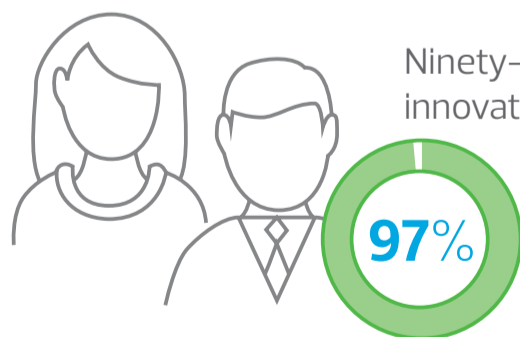
**Connectivity, data analytics, automation and security technologies** are most important for organizations. 5G was most important (66%), with AI (47%), and BI and cybersecurity both at 42%.

## ANALYTICS AND DIGITAL SAVVINESS BRING SUCCESS



Of those health care organizations indicating successful digital transformation implementation, half of the health care executives surveyed said **having an active analytics program and team were the leading differentiating factors**, followed by working with digitally-savvy partners and employees.

## ROLES ARE EXPANDING



Ninety-seven percent of both health care **CEOs and CIOs** (chief innovation and chief information officers) **see their roles expanding** given the direction of their organizations' digital objectives.

Driving digital strategy is complex and requires organizational change management and expertise to create a vision and process customized to the needs of the enterprise. An outside perspective may be needed to help evaluate opportunities and considerations. Engage consultants who have deep industry experience in health care to ensure you're getting the best digital strategy guidance.

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