West Monroe’s signature research reports, Be Digital and Building a Digital Organization, highlighted how consumers, leaders, and organizations are embracing digital—and how that’s improving business outcomes. The data highlighted five key areas of opportunity for healthcare organizations.

**Insight 1: Healthcare professionals should view digital growth as a strategy, not a task.**

60% of respondents said that their organization has a shared vision for how to compete and win in a digital world.

**Insight 2: Customer experience is a moving target for healthcare organizations.**

Healthcare providers stated that their top areas for back of ce investment are:

- Updating to cloud-based platforms: 47%
- Increasing algorithmic processes and decision-making: 40%
- Moving to decentralized organizational design: 39%
- Employee enablement: 35%

When asked how data is used across their organization, 51% of the provider C-suite executives we polled say they use data to measure customer satisfaction.

**Insight 3: The future of data in healthcare is automated and secure.**

Executives cite quality of data as the number-one roadblock to advancing their digital vision.

Less than half of insurer executives polled give their organization an “A” grade for the maturity of their data access and use.

**Insight 4: Digital investments are the new focal point for businesses.**

“People, process, and technology are all part of being digital. The digital operating model is both a culture and technical system; infusing analytics across operations and encouraging iterative workflows to test and learn. Everyone is involved and should be engaged in this process, whether they feel they are a ‘technical’ professional or not.”

Rahul Singh, Senior Partner, Healthcare & Life Sciences

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