Digital and Org Design:
5 Insights from Healthcare Leaders

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.**

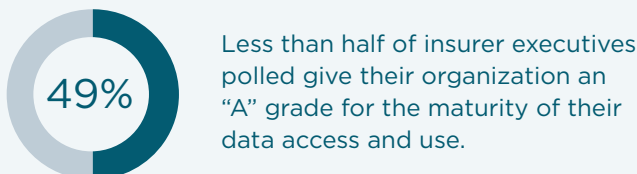## Insight 1: Healthcare professionals should view digital growth as a strategy, not a task.

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.

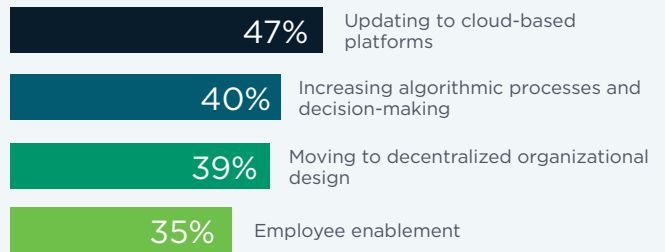| Healthcare Providers	Industry Respondents	Consumers
88%	**60%**	**63%**
Report they are at least somewhat effective at putting patients at the center of everything.	Stated their culture encourages employees to make decisions based on customer needs.	Indicated they would switch providers if they are not satisfied with the customer experience.

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.

49% 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.

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

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

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 5: Everyone should be accountable for being digital in healthcare.

"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