

TECHNOLOGY

FOR PEOPLE

DIGITAL HEALTH TECHNOLOGY VISION **2017**



Instead of people adapting to technology, people are shaping technology to adapt to us. **Technology for People** shows the way to an exciting future where healthcare technology is designed by humans, for humans, to create positive change that can transform healthcare organizations and society.

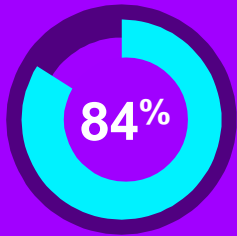
These **five trends** demonstrate the fact that while technology is all around us, we are at the center.

[accenture.com/healthtechvision](https://www.accenture.com/healthtechvision)

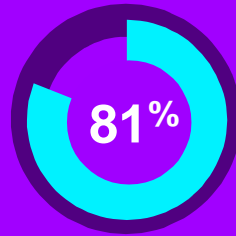
AI IS THE NEW UI

**Healthcare
Experience
Above All**

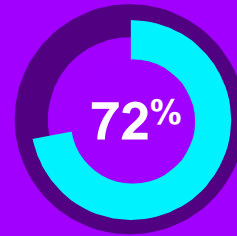
Artificial intelligence (AI) is moving beyond a back-end tool for the healthcare enterprise to the forefront of the consumer and clinician experience. Robots are working alongside people. Smart machines are performing triage to augment clinician decision making. AI is taking on more sophisticated roles, with the potential to make every technology interface both simple and smart – setting a high bar for how future interactions work.



84% of healthcare executives believe AI will revolutionize the way they will gain information from and interact with customers.



81% of healthcare executives say it is extremely or very important to offer their products/services through centralized platforms/assistants or messaging bots.



72% of health organizations are already using intelligent virtual assistants to create better customer interactions.

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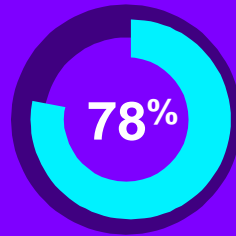
ECOSYSTEM POWER PLAYS

Beyond Health Platforms

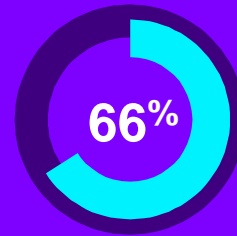
Healthcare enterprises are increasingly integrating their core business functionalities with third parties and their platforms. Platforms provide the connected infrastructure that enables service providers and consumers to exchange value, but it's not enough. Today, healthcare enterprises also need a rich and robust portfolio of digital partners to form their future business ecosystems. As they do, they're designing future healthcare value chains that will transform their organizations, services, and even the market itself.



90% of health executives believe it is critical to adopt a platform-based business model and engage in ecosystems with digital partners.



78% of health executives agree that competitive advantage will be determined by the strength of the partners and ecosystems you choose.



66% of health organizations are taking steps to participate in digital ecosystems.

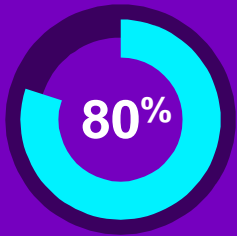
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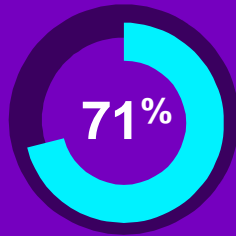
WORKFORCE MARKET PLACE

Invent Your Future Healthcare Workforce

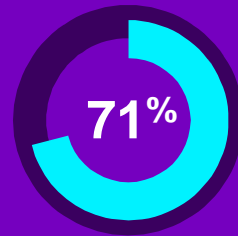
Healthcare's digital leaders are beginning to shape strategies to fundamentally reinvent their workforces. Driven by a surge in on demand labor platforms and online work management solutions, legacy models and hierarchies are starting to dissolve and be replaced with open talent marketplaces. In addition to the back office, workforce marketplaces are emerging in select areas of care delivery where open talent platforms connect providers and consumers while confirming regulatory compliance and quality.



80% of health executives agree the digital revolution is driving a restructuring of corporate economics.



71% of health executives report they are already using on-demand labor platforms.



71% of health executives agree that organizations that are able to build a strong liquid workforce will win the war on talent.

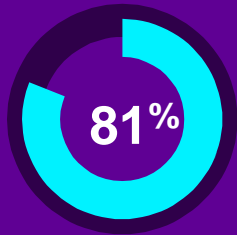
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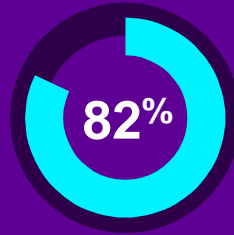
DESIGN FOR HUMANS

Inspire New Behaviors

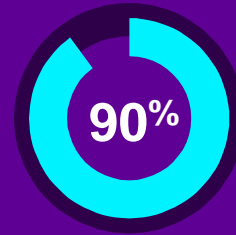
The new frontier of digital experience is technology specifically designed for individual human behavior. Healthcare leaders recognize that as technology shrinks the gap between effective human and machine cooperation, accounting for unique human behavior expands not only the quality of the experience, but also the effectiveness of technology solutions. This shift is transforming traditional personalized relationships into something more valuable: partnerships that span beyond a physical lifestyle or care setting.



81% of health executives agree organizations need to understand where people want to be, and shape the technology to act as their guide.

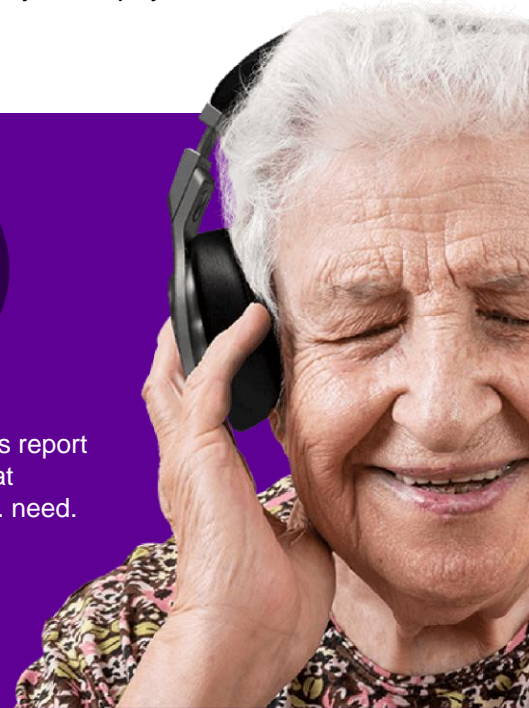


82% of health executives agree industry leaders will be the organizations that truly tap into what motivates human behavior.



90% of health executives report a gap between what customers want vs. need.

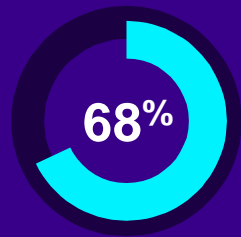
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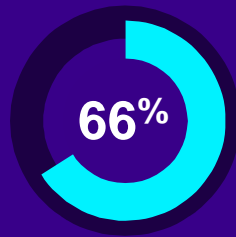
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Redefining the Rules
of Healthcare

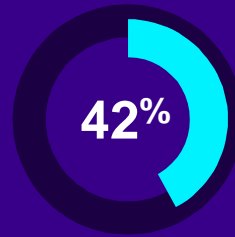
Healthcare enterprises are not just creating new products and services; they're beginning to shape new digital industries. From technology standards, to ethical norms, to government mandates, in an ecosystem-driven digital economy, one thing is clear: a wide scope of rules still needs to be defined. To fulfill their digital ambitions, healthcare enterprises must take on a leadership role to help shape the new rules of the game.



68% of health executives believe their organizations are entering entirely new digital industries.

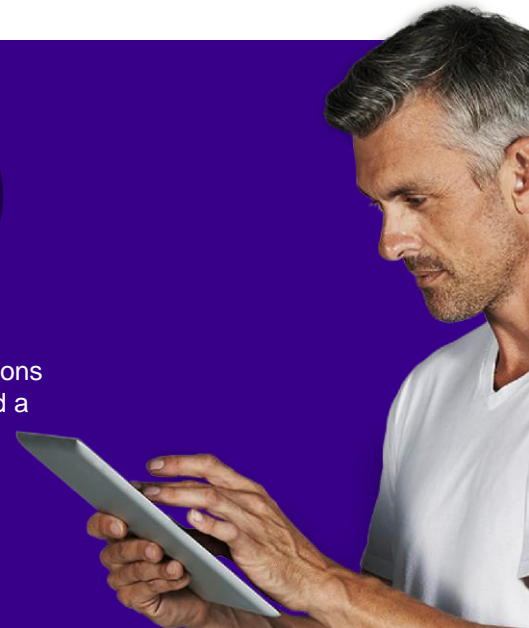


66% of health executives agree that many innovations their organizations are working on fall into gray regulatory areas.



42% of health organizations have already joined a consortium to self-regulate.

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For More Information



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Source: Accenture Technology Vision 2017 Survey

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