



**THE POST-DIGITAL ERA IS UPON US**  
**DIGITAL HEALTH**  
**TECH VISION 2019**

# ARE YOU READY FOR WHAT'S NEXT IN HEALTHCARE?

Digital is no longer a differentiator. It has become part of everything we do as people, as businesses and society. However, its *impact* on the expectations of individual people is changing. People are increasingly expecting healthcare on their own terms, and they expect digital to be the enabler.

These five digital health tech trends will reshape healthcare enterprises in the next three to five years. In each trend, you will see how the maturity of digital technologies across business and society is raising expectations, abilities and risk in healthcare. Fortunately, it's an era of equally tremendous possibility.

[WWW.ACCENTURE.COM/HEALTHTECHVISION](http://WWW.ACCENTURE.COM/HEALTHTECHVISION)

94%

of healthcare executives report that the pace of innovation in their organization has accelerated over the past three years due to emerging technologies.

80%

of healthcare executives agree social, mobile, analytics and cloud (SMAC) have moved beyond adoption silos to become part of the core technology foundation for their organization.

**TREND 1:**

# **DARQ POWER**

**Understanding the DNA of DARQ**

**New technologies are catalysts for change, offering extraordinary new capabilities when applied appropriately.**

The next set of emerging technologies—**D**istributed ledger technology (DLT), artificial intelligence (**A**I), extended **r**eality (XR) and **q**uantum computing—can spark a step change.

**DARQ** technologies are poised to become the foundation for next-generation products and services. Whether lowering the cost of care, improving labor productivity or enabling better experiences for consumers and partners, DARQ potential runs deep. Healthcare leaders in the DARQ-driven future will be prepared to combine and exploit those competencies as the technologies reach enterprise-level maturity.

## Trend 1: **DARQ POWER**

# AI IMPROVES OUTCOMES

The [Symphony Post-Acute Network incorporated AI and machine learning to improve care for its 80,000 patients,](#) using a cloud-based AI engine to drive predictions and recommendations based on its existing patient data. The resulting insights led to a drop in readmission rates from 21% to less than 19%—a huge reduction in a key success metric in healthcare, at a cost savings of more than \$13,000 per patient.

[EXPLORE THIS TREND](#)

# 89%

of healthcare executives are currently experimenting with one or more DARQ technologies.

# 68%

of healthcare executives believe the combination of DARQ technologies will have a “transformational” or “extensive” impact on their organization over the next three years.

**TREND 2:**

# **GET TO KNOW ME**

**Unlock unique consumer and unique opportunities**

**The sets of technologies people use are now so integrated into their lives that they have become a part of their identities.**

Data captured in the digital and physical worlds can converge to create a technology identity for an individual. The digital revolution introduced technology identities as part of an emerging feedback loop, one that first began to show potential via personalization efforts.

Now, in the post-digital era, organizations have greater opportunity to use technology identities and insights to shift from one-off transactions to ongoing customized relationships with individualized experiences.

## Trend 2: **GET TO KNOW ME**

# MENTAL HEALTH CARE MEETS SMARTPHONE

[Mindstrong](#) uses artificial intelligence and remote monitoring to continuously measure cognitive function and mood, allowing providers to detect changes and intervene at critical times. Digital phenotyping collects data from a user's smartphone to provide measures of cognition and emotion. Mindstrong uses machine learning to identify which digital phenotyping features might be most useful to clinical assessment. The company has a patient-facing app that allows users to access help through their smartphones, and a provider-facing app that augments care models.

[EXPLORE THIS TREND](#)

# 87%

of healthcare IT and business executives believe that digital demographics give their organization a new way to identify market opportunities for unmet customer needs.

# 86%

of healthcare executives believe that consumers' digital demographics (vs. traditional demographics) are increasingly becoming a more powerful way to understand their organization's customers.

### TREND 3:

# HUMAN+WORKER

**Change the workplace or hinder the workforce**

## **Digital transformations aren't just about technology—they're about people.**

Businesses across the healthcare industry are witnessing the rise of a human + machine collaborative workforce where each individual is empowered by their skillsets and knowledge plus a new, constantly growing set of capabilities made possible through technology.

Healthcare leaders can adapt the technology strategies that successfully created this next-generation workforce to empower them even further. Through mobility, automation, artificial intelligence, extended reality and more, the industry can propel the workforce forward to enable a new era in healthcare.

# EXPERT ADVICE IN REAL TIME

The Mayo Clinic is using a combination of natural language processing and analysis of structured and unstructured data to rapidly process historical clinical notes, radiology notes and other resources to deliver real-time, personalized clinical care recommendations. MayoExpertAdvisor supports clinicians by integrating a wide variety of important information—from lab tests, procedures and medications—to provide patient context and unmatched insight at the point of care to improve patient care.

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# 77%

of healthcare executives agree their employees are more digitally mature than their organization, resulting in a workforce “waiting” for the organization to catch up.

# 68%

of healthcare executives agree that within the next three years, every employee in their organization will have access to a team of bots to accomplish their work.



## TREND 4:

# SECURE US TO SECURE ME

**Enterprises are not victims, they're vectors**

**Healthcare organizations enjoy the benefits of collaborating with the ecosystem—providers, payers, device companies, equipment manufacturers and more—but those connections increase risk.**

Through collaboration, businesses are extending, and absorbing, the risk and vulnerabilities of their ecosystem partners. Yet most businesses still look at cybersecurity as strictly an individual effort.

The “bad guys” view ecosystems as an ever-widening attack surface. Healthcare businesses must, in response, evolve their approach and stand up a stronger security posture. Fortifying the security posture calls for factoring in growing ecosystem dependencies.

# NEXT-GENERATION IDENTITY ACCESS MANAGEMENT

To help large organizations struggling to manage and secure the fluid nature of user privileges, Accenture Security created [Zoran, an identity management capability powered by artificial intelligence](#). The solution aggregates data from multiple systems and sources to generate a confidence score for each user—low scores indicate potentially risky access and high scores can be considered for automated approvals. The system can also predict and recommend access needs for new joiners in a company, saving time, money and effort in the onboarding process. By transforming the way user access privileges are managed, monitored and controlled, healthcare organizations can reduce the risk and costs associated with the over-provisioning of accounts tied to a user's identity.

[EXPLORE THIS TREND](#)

# 92%

of healthcare executives agree that to be truly resilient, organizations must rethink their approach to security in a way that defends not just themselves, but their ecosystems.

# 87%

of healthcare executives agree that security in their organization is evolving from a siloed function to a critical component of their strategy, reputation and relationships.

**TREND 5:**

# **MYMARKETS**

**Meet consumers' needs at the speed of now**

## **Healthcare is more connected than ever in the post-digital age.**

Digital expectations have now evolved and a new opportunity to deliver better experiences is on the table: capturing moments. Technology has created a world of intensely customized and on-demand experiences, so healthcare organizations must reinvent themselves to find and capture those opportunities as they come.

Many are investing in the tools it will take, such as AI to predict trends and preferences, and forecasting to identify and act on future opportunities in the moment.

# MEETING PERSONAL GOALS THROUGH INDIVIDUALIZED FITNESS TRAINING

[Lifebeam's Vi](#), described as the first “**personal** personal trainer,” delivers customized coaching in real-time. Based on an athlete’s individual goals and their in-the-moment metrics, such as heart rate and cadence, Vi will play music at a beat that matches the cadence a runner should try to hit, or advise him or her to take shorter steps to reduce knee strain. Vi connects to other wearables so it can understand a person’s patterns, habits and abilities to tailor workouts.

[EXPLORE THIS TREND](#)

87%

of healthcare executives agree that the integration of customization and real-time delivery is the next big wave of competitive advantage.

82%

of healthcare executives agree 5G will revolutionize their industry by offering new ways to provide products and services (e.g., drone delivery, driverless vehicles, faster video transmission).

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## **Source: Accenture 2019 Technology Vision Survey**

Accenture conducted a global survey of thousands of business and IT executives to understand their perspectives on the impact of technology on their organizations, and to identify their priority technology investments over the next few years. More than 6,600 executives from 27 countries responded to the survey, including 221 US and Canadian healthcare executives. The survey was fielded from October 2018 through December 2018.

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