



HEALTHCARE CSOs FEEL UNPREPARED AS DISRUPTION SURGES

VIDEO TRANSCRIPT

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The healthcare industry is uniquely susceptible for disruption now because of a convergence of multiple forces.

The Accenture Chief Strategy Officer Survey was a survey of chief strategy officers from health payer and provider organizations to understand their feelings of preparedness for industry change and disruption.

Healthcare chief strategy officers feel that their organizations are not prepared for the change that is on the horizon because of the pace and scale of technology-driven change.

There are three key things that healthcare organizations can do today to lead in the new.

One is to explore new types of partnerships with both non-traditional and traditional players. Two is investing in platforms thinking of new ways of creating value through platform business models ultimately powered by new types of technology platforms. Third is move into the uncharted and think through new sources of value leveraging your legacy assets that can be created to drive growth.

Healthcare chief strategy officers acknowledge that the industry is ripe for change and that change is in motion now. Some have already started. Others are just beginning that journey. The good news is there's time to do that, and now is the time to start.