TREND #5: The Uncharted—video
Our fifth trend is called the uncharted, and it really recognizes the fact that we’re working in a world of unknowns. We’re making things possible no one’s ever thought of or heard of. It’s a fundamental reality. It can’t be the reason that we’re not going to do something, but it needs to be recognized by technology companies and companies that are using these technologies to try to improve their business. So they have to participate not just in the actual technical expression, but they have to recognize that regulatory framework, governance frameworks, concepts like trust with their consumer all are issues that we don’t have easy answers to. And those have to evolve along with the businesses in order for the adoption of the businesses to meet the real expectations and their real potential.

Now adoption doesn’t occur until people recognize that there is a real urgency. And what you’re beginning to see now is more executive-level attention, a recognition for example that digital technology is a fundamental strategic issues not just an IT issue, an allocation of resources, commitment of people to concepts like innovation and also a real recognition that technologies like artificial intelligence are going to matter not just in the technical effectiveness of care, but in the cost of delivering care and the consumer experience. So there’s a broad set of recognitions that have become strategically important. And that eventually will lead to the what and the how.