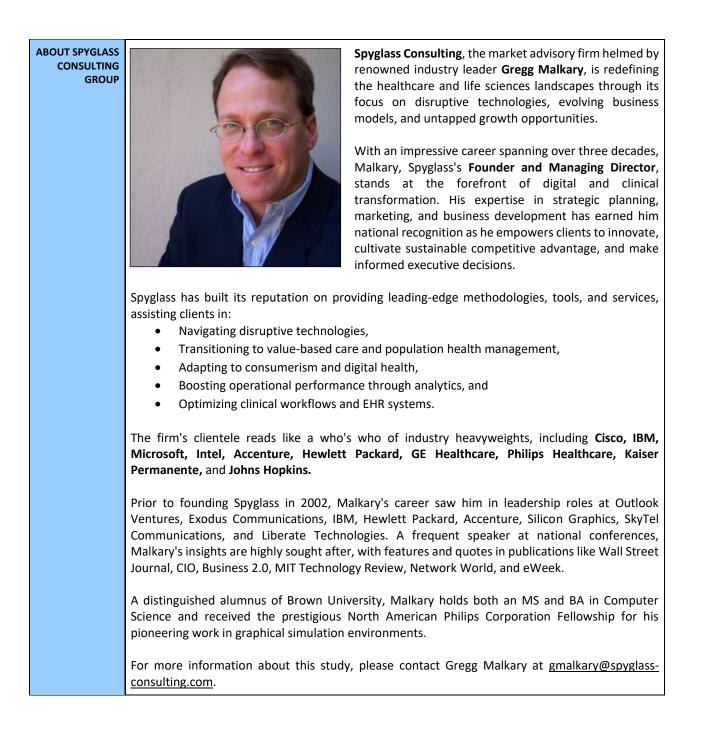
| Healthcare without Bounds: Disruptions in Digital Patient Engagement 2023 | | | | |
|---|---|--|--|--|
| TITLE: | Disruptions in Digital Patient Engagement 2023 | | | |
| AUTHOR: | Spyglass Consulting Group Gregg Malkary, Managing Director gmalkary@spyglass-consulting.com www.spyglass-consulting.com | | | |
| LENGTH: | 117 Pages 52 Figures | | | |
| TYPE: | Study - Customer Needs and Strategies | | | |
| PUBLISHED: | April 2023 | | | |
| PRICE | \$3,995 (US) Enterprise pricing available upon request | | | |
| STUDY OVERVIEW: | Digital Patient Engagement solutions are poised to transform 21st century healthcare delivery and help healthcare provider organizations (HCOs) achieve the Quadruple AIM framework of reducing costs, improving care quality & outcomes, and increasing provider/patient satisfaction. Digital engagement solutions enable patients to take an active role in their own care, communicate with healthcare providers, access health information, and manage their health and wellness. These solutions include mobile apps, Telehealth, remote patient monitoring, patient portals, and consumer/medical-grade wearables. COVID-19 was a tipping point that resulted in HCOs accelerating their investments in digital patient engagement solutions and associated infrastructure to keep patients connected, safe, and productive while remaining physically and socially separated. These investments helped Support the transition toward emerging hybrid patient care models Reveal opportunities for clinical and technological innovation Stress test digital infrastructure for large-scale deployments Deliver equitable community-based care | | | |
| | While digital engagement solutions addressed short-term provider/patient needs during the height of the pandemic, many HCOs surveyed encountered significant change management and operational challenges when they attempted to deploy these solutions at-scale to support emerging hybrid care models. These challenges included: Lack of standardization Limited patient adoption Inadequate provider incentives, training, and support Inadequate support for underserved/low-income patients Underfunded digital health infrastructure investments | | | |

| CTUDY/ | |
|-----------------|--|
| METHODOLOGY | Disruptions in Digital Patient Engagement 2023 is an end-user market study focused on the current state of digital patient engagement solutions adoption by US-based healthcare provider organizations. The Spyglass report: Reveals important underlying market trends driving investments and usage of digital engagement solutions, Identifies insights into the opportunities, challenges, and best practices to support large-scale enterprise-wide deployments, and |
| | • Suggests how healthcare providers can make the necessary investments in digital tools and infrastructure to prepare their organizations for 21st century healthcare delivery. |
| | Methodology. The content for Disruptions in Digital Patient Engagement 2023 was derived from one hundred (100) in-depth interviews with clinical informatics and health IT thought leaders nationwide who are technically competent and knowledgeable about digital patient engagement technologies and emerging hybrid care models. Many were affiliated with leading health systems, academic medical centers, community hospitals, and ambulatory environments. The telephonic interviews were conducted over a six-month period between June and November 2022. |
| | Key learning topics covered during the interviews included: Patient adoption. Are patients ready to adopt digital engagement solutions to take a more active role in managing their health? |
| | Digital engagement solutions. Which digital solutions were successfully deployed during COVID-19? Digital health infrastructure. What new/incremental infrastructure investments did HCOs make to support hybrid care models during the pandemic? |
| | • Hybrid care models. Are providers embracing digital engagement solutions within their clinical workflows to support patient care? |
| | Return on investment. Do digital engagement solutions provide a compelling ROI? Clinical efficacy. Have digital engagement solutions been demonstrated to improve care quality and outcomes? |
| | • Health equity. Are HCOs enhancing digital engagement solutions to address health inequities? |
| | Spyglass also evaluated key vendor product offerings and identified early adopter organizations that have successfully deployed these solutions. |
| TARGET AUDIENCE | • Software and hardware vendors, systems integrators and management consulting groups who are selling hardware, applications, and services into the healthcare industry |
| | • Healthcare administrators and IT executives who are making strategic decisions to fund clinical information technology solutions |
| | Clinicians who are involved in informatics and clinical system evaluation and selection Investment banking and private equity investors |



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Spyglass Consulting Group Gregg Malkary, Managing Director Menlo Park, CA

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