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Digital Health Revolution Stalls: Spyglass Study reveals Healthcare Providers are not ready for Large-Scale Deployments of Digital Patient Engagement Solutions

Despite a surge in investments during the COVID-19 pandemic, healthcare providers encountered significant operational challenges deploying their digital patient engagement solutions enterprise-wide underscoring a pressing need for systematic change

MENLO PARK, CA, May 16, 2023. The journey towards digital transformation in healthcare, while necessary, is laden with unexpected challenges. A groundbreaking study by **Spyglass Consulting Group** reveals substantial operational and change management barriers that are preventing healthcare providers from effectively rolling out digital patient engagement solutions in a comprehensive manner.

The report, **Disruptions in Digital Patient Engagement 2023**, provides fresh insights, drawing on extensive conversations with 100 industry thought leaders in the fields of clinical informatics and health IT nationwide.

The COVID-19 pandemic served as a catalyst for healthcare provider organizations to invest rapidly in digital patient engagement solutions to facilitate patient safety, connection, and productivity during periods of physical and social separation. These investments drove the transition toward emerging hybrid patient care models, revealing numerous opportunities for clinical and technological innovation. However, it also exposed significant challenges that included:

- Lack of standardized engagement solutions,
- Limited patient adoption across different population cohorts,
- Inadequate provider incentives, training, and support,
- Insufficient support for underserved or economically disadvantaged patients, and
- Underfunded and poorly deployed digital health infrastructure.

"The truth of the digital healthcare revolution is complex. While digital engagement solutions hold immense promise for reshaping healthcare delivery, the path is fraught with significant business, clinical and operational challenges," stated **Gregg Malkary, Managing Director of Spyglass Consulting Group**. "Our study exposes these challenges in their stark reality, offering a crucial roadmap for healthcare providers planning to navigate the intricate landscape of large-scale digital health initiatives."

This comprehensive report provides a sweeping overview of how digital patient engagement solutions are currently being adopted by US healthcare provider organizations, set against the backdrop of the projected U.S. healthcare spending, which is expected to exceed \$6.8 trillion by 2030 (CMS.gov, 2022). It identifies

market trends driving investment, provides insights into the opportunities and challenges, and lays out best practices for supporting large-scale deployments.

As a critical tool for decision-makers, this study is invaluable to a broad spectrum of stakeholders - software and hardware vendors, systems integrators, management consultants, healthcare administrators, IT executives, clinicians engaged in informatics and clinical system evaluation and selection, and investment banking and private equity investors. This report is an essential guide for understanding the future of healthcare delivery, and how digital engagement will play a pivotal role in patient care.

This groundbreaking market study, **Disruptions in Digital Patient Engagement 2023**, is now available for purchase at \$3,995 (USD) from Spyglass Consulting Group. To download the report abstract, review market reviews, or purchase the full report, please visit www.spyglass-consulting.com/research. You can also contact the author, Gregg Malkary at gmalkary@spyglass-consulting.com.

ABOUT SPYGLASS' DISRUPTION IN DIGITAL PATIENT ENGAGEMENT 2023 REPORT

Spyglass Consulting's latest health report, **Disruptions in Digital Patient Engagement 2023**, is a definitive end-user market study that provides a comprehensive analysis of the adoption of digital patient engagement solutions by healthcare providers in the U.S.

This cutting-edge report uncovers:

- Critical market trends propelling investments in digital engagement solutions,
- A deep dive into the opportunities, challenges, and best practices for implementing these solutions on a massive, enterprise-wide scale, and
- Recommendations for healthcare providers to bolster their digital infrastructure investments, equipping their organizations for the future of healthcare delivery.

Spyglass's unique methodology centers on 100 in-depth interviews conducted with clinical informatics and health IT thought leaders across the U.S. These experts who are affiliated with leading health systems, academic medical centers, and community hospitals, bring deep insights into digital patient engagement technologies and emerging hybrid care models.

The interviews, conducted over a six-month period between June and November 2022, span critical topics such as patient adoption of digital solutions, successful deployments during the COVID-19 pandemic, infrastructure investments supporting hybrid care models, and the integration of digital engagement solutions within clinical workflows. Other focal points include the ROI of digital engagement solutions, their impact on care quality and outcomes, and their role in addressing health inequities.

ABOUT SPYGLASS CONSULTING GROUP



Spyglass Consulting, the market advisory firm helmed by renowned industry leader **Gregg Malkary**, is redefining the healthcare and life sciences landscapes through its focus on disruptive technologies, evolving business models, and untapped growth opportunities.

With an impressive career spanning over three decades, Malkary, Spyglass's **Founder and Managing Director**, stands at the forefront of digital and clinical transformation. His expertise in strategic planning, marketing, and business development has earned him national recognition as he empowers clients to innovate, cultivate sustainable competitive advantage, and make informed executive decisions.

Spyglass has built its reputation on providing leading-edge methodologies, tools, and services, assisting clients in:

- Navigating disruptive technologies,
- Transitioning to value-based care and population health management,
- Adapting to consumerism and digital health,
- Boosting operational performance through analytics, and
- Optimizing clinical workflows and EHR systems.

The firm's clientele reads like a who's who of industry heavyweights, including **Cisco, IBM, Microsoft, Intel, Accenture, Hewlett Packard, GE Healthcare, Philips Healthcare, Kaiser Permanente, and Johns Hopkins.**

Prior to founding Spyglass in 2002, Malkary's career saw him in leadership roles at Outlook Ventures, Exodus Communications, IBM, Hewlett Packard, Accenture, Silicon Graphics, SkyTel Communications, and Liberate Technologies. A frequent speaker at national conferences, Malkary's insights are highly sought after, with features and quotes in publications like Wall Street Journal, CIO, Business 2.0, MIT Technology Review, Network World, and eWeek.

A distinguished alumnus of Brown University, Malkary holds both an MS and BA in Computer Science and received the prestigious North American Philips Corporation Fellowship for his pioneering work in graphical simulation environments.

For more information about Spyglass Consulting Group and its contributions to the healthcare and life sciences sectors, please contact:

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