

# Central and Eastern Europe, Middle East and Africa Healthcare Digital Transformation Strategies

AN IDC HEALTH INSIGHTS RESEARCH ADVISORY SERVICE

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IDC Health Insights' *Central and Eastern Europe, Middle East and Africa Healthcare Digital Transformation Strategies* service provides detailed information about the evolution of healthcare information technology (IT) markets of the region. It offers valuable insights into healthcare IT solution trends, including clinical information systems, health information management systems, and patient administration systems. It also covers the latest technology trends such as the applications of Internet of Things (IoT), cognitive systems, robotics, and 3D printing in the healthcare industries of the region. IDC Health Insights' research and analysis also covers information technology spending based on end-user surveys and interviews, vendors' go-to-market strategies, and continuous monitoring of the market. The analysis delivered by this program leverages healthcare-specific consolidated tools and methodologies developed by IDC's vertical market research.

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## Approach

This service develops unique and comprehensive data analyses focused on actionable recommendations. Relevant market data is collected through IDC Health Insights' proprietary research projects, along with ongoing communications with industry experts, health industry players, and technology vendors. It is complemented by secondary research from conferences, publications, and third-party news sources. To ensure relevance, our analysts work with subscribers to identify and prioritize specific topics to be covered in research reports.

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## Topics Addressed

Throughout the year, this service will address the following topics:

- Healthcare IT spending trends and five-year forecasts in the largest markets of Central and Eastern Europe, the Middle East, and Africa (CEMA)
  - Healthcare provider IT priorities, adoption trends, and buying preferences
  - 3rd Platform technologies (mobility, cloud, big data, and social media) and their impact on CEMA healthcare systems
  - Digital transformation in CEMA healthcare: Expansion beyond traditional industry boundaries and applications of the innovation accelerators such as the Internet of Things, cognitive systems, robotics, and 3D printing
  - Strategic insight into trends and governmental policies shaping IT investments in CEMA healthcare markets
  - Best practices associated with the use of IT-enabled technologies in CEMA healthcare markets and how technologies are leveraged to meet the challenges of improving service value for the patients and for the clinical and administrative staff while optimizing costs and resources.
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## Key Questions Answered

Our research addresses the following issues that are critical to your success:

- What are the latest technology trends and key IT priorities in the healthcare sectors of CEMA?
  - What are the key drivers impacting industry spending on IT?
  - How will healthcare organizations achieve efficiency and quality improvement targets through IT?
  - How will healthcare organizations address IT challenges such as safeguarding security of data and IT systems and meet compliance needs?
  - What is the level of adoption of 3rd Platform technologies (mobile, cloud, big data, and social media) in the healthcare markets of CEMA?
  - What are the opportunities and challenges for deploying healthcare-specific IT applications (such as electronic health records) and adopting innovative technologies (such as IoT) in the CEMA healthcare markets?
  - How will healthcare organizations select technology partners for IT innovation and digital transformation?
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## Who Should Subscribe

IDC Health Insights' *Central and Eastern Europe, Middle East and Africa Healthcare Digital Transformation Strategies* service is ideally suited to support the needs of health sector managers (technology as well as other C-level officers and line-of-business managers) and policy makers in their ICT-related decision-making and planning processes as well as assist IT vendors (the marketing and sales departments, healthcare product, solution, and services managers) targeting the healthcare markets in Central and Eastern Europe, the Middle East, and Africa.

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## IDC DecisionScapes

IDC DecisionScapes are a portfolio of decision making methodologies that enable CIOs, IT and Line of Business executives to make better informed strategic decisions. These comprehensive assessments, delivered in a full-length research study, and summarized in an easy-to-read graphical depiction, provide CIOs, IT and Line of Business executives with the critical information necessary to make their most important technology decisions.



IDC FutureScape



IDC MaturityScape



IDC MaturityScape  
Benchmark



IDC MarketScape



IDC PeerScape



IDC PlanScape



IDC TechScape

To learn more about IDC DecisionScapes visit [www.idc.com/itexecutive](http://www.idc.com/itexecutive).

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## Standard Subscription Deliverables

IDC Health Insights values building client relationships and strives to foster a partnership with each client through continuous analyst interaction; timely delivery of current, concise, and relevant research; as well as custom research when needed. Each advisory service delivers strategic research covering business and technology issues. A summary of the basic service deliverables available to subscribers includes the following:

- Analyst inquiry time specific to the advisory service area
- 24 x 7 research access via [www.idc-hi.com](http://www.idc-hi.com)
- Discounted admission to specific IDC Health Insights or IDC conferences
- Complimentary forum invitations (Web conferences, industry briefings)

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IDC Health Insights assists health businesses and IT leaders, as well as the suppliers who serve them, in making more effective technology decisions by providing accurate, timely, and insightful fact-based research and consulting services. Staffed by senior analysts with decades of industry experience, our global research teams analyze and advise on business and technology issues facing the payer, provider, and life sciences industries. International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology market. IDC is a subsidiary of IDG, the world's leading technology, media, research, and events company. For more information, please visit [www.idc-hi.com](http://www.idc-hi.com), email [info@idc-hi.com](mailto:info@idc-hi.com), or call 508-935-4445.