IDC Health Insights: Connected Health IT Strategies

AN IDC RESEARCH ADVISORY SERVICE

Major market forces — an aging population, increasing prevalence of chronic conditions, access issues due to staffing shortages, and other pressing industry challenges — are compelling payers and providers to invest in connected health technology to deliver care more efficiently and to engage consumers to manage their health. *IDC Health Insights: Connected Health IT Strategies* service provides in-depth coverage of rapidly evolving connected health technologies use cases and their underlying technologies, which will play a vital role in the transformation of fee-for-service healthcare to value-based healthcare. The program examines the major market forces and challenges; analyzes consumer demand, adoption rates, and willingness to buy; evaluates key technologies and top vendor solutions to deploy, and identifies best practices. *IDC Health Insights: Connected Health IT Strategies* research and advisory service enables healthcare organizations and vendors to make more informed decisions as they formulate their connected health strategies and tactics to support the mission of value-based health.

Approach

IDC Health Insights: Connected Health IT Strategies combines qualitative and quantitative research, including defining the digital transformation use cases for value-based health and conducting buyer demand studies and consumer surveys to gauge the consumers' attitudes toward using a variety of connected health technologies. Unique to IDC Health Insights and intrinsic to *IDC Health Insights: Connected Health IT Strategies* is an integrated research model. This approach advances cross-sector (e.g., payer, provider, and life sciences) market insights into where connected health technologies have been successfully used in terms of adoption, objectives achieved, and return on investment (ROI). Cross-sector insight is critical as the lines between the stakeholders are increasingly blurring.

Topics Addressed

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

- Major themes: Mobile, constituency engagement, privacy, and security
- Major technology coverage areas: Clinical mobility (physician facing) and mobile health (consumer facing), remote health monitoring for chronic conditions, wearables, personal health records and member/patient/provider portals, videoconferencing and virtual visits, clinician communication and collaboration platforms, unified communications, aging in place, social, blockchain, and cybersecurity
- Strategic priorities of convenient access to care and consumer centricity
- Best practices and lessons learned
- Vendor market evolution, product assessment, and comparisons

Key Questions Answered

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

- What are the requirements and challenges of deploying connected health technologies? Which connected health use cases should our organization pursue, and how do we prioritize them? How can connected health technologies help drive digital transformation initiatives?
- How can my organization effectively engage consumers, clinicians, and other stakeholders by using connected health technologies? What is involved in rolling out a comprehensive end-to-end connected health solution? What decisions do we need to make along the way?
- Which connected health technologies are consumers willing to use, and how much are consumers willing to pay out of pocket?
- How have other healthcare organizations successfully and securely deployed applications on employee-liable and corporate-liable mobile devices? How do we deploy, secure, and use mobile technology effectively? Should our organization embrace BYOD and under what circumstances?
- What has been the experience of other healthcare organizations to date? What are their lessons learned and best practices? Is there a demonstrable ROI for connected health initiatives?
- How will new and existing regulations impact connected health?
- What is the size of the connected health opportunity?

Who Should Subscribe

- Officers/VPs/directors of connected health services, including mobile health and consumer engagement, at healthcare organizations such as health plans, integrated delivery networks, and disease management organizations
- Business development VPs/directors responsible for developing partnerships with suppliers of connected health services (e.g., devices and services)