

Research Overview

Advancing value-based care and knowledge-based medicine

IDC Health Insights provides strategic guidance on healthcare trends, focusing on cloud, AI, security, digital transformation, and purpose-built industry solutions to enhance healthcare delivery, drug discovery, and patient outcomes. We help technology buyers align investments with strategic priorities and support suppliers in developing narratives, designing solutions, and demonstrating how technology drives business and clinical success.



Coverage

- ➔ Hospitals
- ➔ Outpatient services
- ➔ Physician office
- ➔ U.S. Payers
- ➔ Medical testing & diagnostic services
- ➔ Life sciences
- ➔ Medical devices
- ➔ Clinical research & development

2025 Key Strategic Research Themes and Business Priorities

Care anywhere	Blurring of the lines between care delivered in person and remotely.
Intelligence enterprise	Shifting from data-rich to data-driven through advanced analytics and AI.
Optimizing operations	Improving efficiencies and productivity, reducing friction.
Engagement and experience	Providing actionable insights to guide consumers to the next best action.
Transform workforce and workplace	Supporting hybrid working models and enhancing collaboration.

Research for Strategic Growth

Health industry intelligence:

- Worldwide program
- Americas program
- Asia/Pacific program
- European program

Healthcare provider platforms and technologies:

- Worldwide program
- Asia/Pacific program
- EMEA program

Industry targeted areas worldwide

- Connected Health and Medical Device Digital Strategies
- Value-based Healthcare Digital Strategies
- United States Healthcare Payer IT Strategies
- Life Sciences Commercial
- Life Sciences R&D Technologies and Strategies
- China Healthcare Digital Strategies
- China Life Sciences Digital Strategies (NEW)
- Worldwide Retail Experiential Operations Strategies
- Worldwide Retail Merchandising, Marketing, Media and Analytics
- Worldwide Retail Product Sourcing, Fulfillment and Sustainability Strategies

- Worldwide Retail Customer Experience and Loyalty Strategies
- Worldwide Hospitality and Travel Digital Strategies
- Worldwide Media and Entertainment and the Advertising Value Chain

Data-Driven Decisions Start Here

Tech Spending & Market Intelligence

- Healthcare payer
- Healthcare provider
- Life science

Featured Spending Guides

- 3rd Platform Spending Guide: Healthcare
- ICT Spending Guide Enterprise and SMB
- Software and Public Cloud Services
- Security
- AI and Generative AI
- Big Data and Analytics
- Digital Transformation
- Internet of Things
- Edge
- Augmented and Virtual Reality

IT Wallet Share: Industry Tech-Buyer Data

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