
Patient needs are constantly evolving. Today, patients demand both choice and control over their care [1]. As a result, there has been a shift in healthcare provider strategies to ensure that the patient experience is the main focus. Many leading healthcare providers have already adopted digital technologies. However, hospitals are being forced to transition their digital adoption strategies to keep up with the evolution of patient needs. The journey to digital transformation is the next step in connected healthcare. The presentations and events at WorldConnex 2019 will explore this.

BOULDER, Colo. (PRWEB) June 08, 2019 -- Patient needs are constantly evolving. Today, patients demand both choice and control over their care [1]. As a result, there has been a shift in healthcare provider strategies to ensure that the patient experience is the main focus. Many leading healthcare providers have already adopted digital technologies. However, hospitals are being forced to transition their digital adoption strategies to keep up with the evolution of patient needs. The journey to digital transformation is the next step in connected healthcare.

We’re living in a time where we have technology available to us 24/7 – even in the healthcare industry. In fact, 63% of healthcare organizations have a documented mobility strategy [2]. This means that the majority of healthcare providers are implementing tactics to improve workflows and increase patient satisfaction. Despite this, many healthcare providers are still operating with an ecosystem involving several moving parts that are unable to communicate.

There is an urgent need to implement customized strategies that streamline technological advancement options, define facility objectives, and include ways to measure success. Healthcare executives need to define and expand their digital transformation strategies to achieve this.

How can healthcare providers in the United States bridge the gap between technology advancements and quality of care?

According to i-Scoop education, “digital transformation is the profound transformation of business and organizational activities, processes, competencies and models to fully leverage the changes and opportunities of a mix of digital technologies and their accelerating impact across society in a strategic and prioritized way, with present and future shifts in mind.” [3]

Specifically, a healthcare digital transformation strategy aims to create capabilities and ensure awareness of opportunities for new innovations. A digital transformation strategy in the healthcare space is required to ensure that digital trends are being used to their full potential and hospital staff feel empowered to use this technology effectively.

Amidst all this technology talk, it is important to consider that the human element needs to remain. Patients don’t want ‘digital’ for everything (yet), and they do value face-to-face interactions. Moreover, it is critical for healthcare providers to understand the strategic journey towards digital transformation, and the balanced approach that it requires. Conversely, digital transformation will still play a role in the sense of empowering
and automating administration tasks so that face-to-face interactions can exist efficiently.

What does a successful digital transformation strategy have to include?
In summary, digital transformation in healthcare is needed to meet the demands of our aging population, the increase in chronic disease, increasing healthcare costs and behavioral changes in patients [3]. Successful digital transformation has to include:
- definite objectives involving all stakeholders;
- an actionable strategy that keeps in mind patient expectations and outcomes;
- a method to measure results.
The ultimate goal of a digital transformation strategy is to ensure that your facility is at the forefront of innovation, leveraging the benefits of digital technology. Having a strategy in place will not only reduce costs and improve workflows, but also increase patient and staff satisfaction.

How can you get started?
There are certainly more challenges and opportunities that healthcare providers face when it comes to digital transformation. The journey to digital transformation is just that – a journey. The Connexall team will be discussing the importance of digital transformation at our annual event, WorldConnex, in September – get a head start by attending this event.

WorldConnex provides a unique environment to share how the Connexall Platform has helped overcome clinical, economic and operational challenges. Over this 3-day interactive conference, customers and industry experts will aim to answer the question: “Which medical innovations will help healthcare providers transition their patient care strategy to include evidence-based tactics and proactive intervention, with the ultimate goal of operational excellence?” At WorldConnex, attendees will have the opportunity to deep dive into proven digital transformation methods that align technology, healthcare requirements and patient-centric care.
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