

The Digital First Engagement Framework for Healthcare Delivery Organizations

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This presentation illustrates how the CIOs of HDOs can accelerate digital transformation by embracing a digital-first strategy that inverts today's in-person-centric healthcare delivery model into one that prioritizes digital engagement, digital interactions, and digital products and services.

COVID-19 has forced healthcare delivery organizations (HDOs) to leap five to 10 years into the digital future. CIOs are implementing dozens of digital solutions simultaneously. Many of the solutions, like telehealth or no-touch/no-wait patient flow, are transformative in nature. The aggregate amount of digital transformation is also transformative in nature. Other CIOs around the globe have successfully undertaken similar levels of transformation using a digital-first business and IT strategy.

Your priority is to consolidate digital advances and build upon them for durable, long-term improvements in patient outcomes and experience. A "digital first" strategy flips today's in-person-centric healthcare delivery model into one that prioritizes digital engagement, digital interactions, and the use of digital products and services. With digital first, in-person visits become the exception that occurs when a digital interaction can not suffice. As a CIO advancing healthcare and life science digital transformation and innovation, you must accelerate digitalization by embracing a digital-first technology architecture.

This presentation includes illustrations of the digital-first IT domains described in its companion research, [It's Time for Healthcare Delivery Organizations to Adopt a Digital First Strategy](#). The technology platforms provide the enterprise with a scalable technology approach that can accelerate digital health adoption through the standardization of essential common digital health technology components.

The presentation of digital-first IT domains can be customized to reflect the unique environments of an HDO. CIOs can use this presentation for advocating a digital-first engagement strategy that prioritizes digital engagement, digital products and services over face-to-face encounters.

Gartner interacts regularly with healthcare and life science organization leaders. Their observations, challenges and successes form the primary source data for this research. Additional evidence was obtained from vendors in this space, industry inquiries, public sources and direct experience.

Recommended by the Authors

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[CIOs Put Business First for Digital Success](#)

[Master These Core Enterprise Capabilities to Advance Your Digital Transformation](#)

[Digital Business Requires an I&T Operating Model That Unlocks Value and Drives Revenue Growth](#)

[The Gartner Digital Ecosystem Framework: How to Describe Ecosystems in the Digital Age](#)

[Selling Digital Transformation: A CIO's Guide to Crafting Better Stories](#)

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