

Current research agenda for digital health leaders

Topic	What we're researching	Why it matters
AI for clinical decision making	<ul style="list-style-type: none">• How will AI alter how clinical decisions are made?	<ul style="list-style-type: none">• Stakeholders are taking different approaches to investments in AI and must understand the barriers, implications, and inflection points along the way.
Value-based care	<ul style="list-style-type: none">• How are providers and plans effectively engaging specialists in VBC?• What are the keys to successful plan-provider VBC contracts?	<ul style="list-style-type: none">• Given that specialists drive the majority of healthcare costs but are often not engaged in current VBC efforts, digital health leaders need to understand how they can support specialist inclusion in VBC.• As providers shift their focus in contracting from maximizing rates to optimizing overall returns, digital health leaders need to understand the growing market for technology to support VBC aim.
Understanding your customer series	<ul style="list-style-type: none">• What are the current trends and top priorities for Hospitals and Health systems, Health Plans, and Physicians and Medical Groups?• What should potential vendors and partners be thinking about when approaching leaders in each stakeholder group?	<ul style="list-style-type: none">• Digital health leaders need to understand the outlook for each sector and what leading organizations in each sector are prioritizing to meet the needs of customers.
Specialty care market trends	<ul style="list-style-type: none">• What key changes in each of the major service lines (oncology, cardiovascular, neurosciences, orthopedics, obesity care, and women's) are the most impactful to care delivery and service line strategy?	<ul style="list-style-type: none">• Digital health leaders need to understand big trends in service lines and their impacts to service line business and operations to meet the needs of their customers.

** If you are interested in participating in any of these active research studies, contact your account manager.*

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Service line management/state of service lines	<ul style="list-style-type: none"> • What is going on with service lines as a model of organization today? • What are common org structures for service lines? What's working/not working? • What service lines do health systems have, and which ones are they prioritizing? Is this changing? Should it be changing? • How can service lines collaborate to better care for multi-morbid patients and/or appeal to consumer preferences? What creative ways are orgs restructuring their service lines to better deliver care and achieve strategic goals? 	<ul style="list-style-type: none"> • Digital health leaders need to understand the state of service lines so they can support their customers' in strategically growing volumes, revenue, and margin.
State of the nursing workforce	<ul style="list-style-type: none"> • What challenges are nurses facing today? • How is the role of the nurse changing in today's healthcare environment? 	<ul style="list-style-type: none"> • Digital health leaders need data and insights that reflect the post-pandemic state of nursing to understand how their products and services can support nurses.
Care variation reduction (CVR)	<ul style="list-style-type: none"> • What is fundamentally new in how systems are approaching CVR? • What is the end goal of CVR? What is the pathway to get there? • Where are the biggest cost and ALOS reduction opportunities when looking across the system? 	<ul style="list-style-type: none"> • Rising costs, tighter margins, and mergers and acquisitions have changed the landscape for CVR • Digital health leaders need to understand how the changing landscape for CVR impacts the use cases for technology and the value propositions their customers respond to.

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