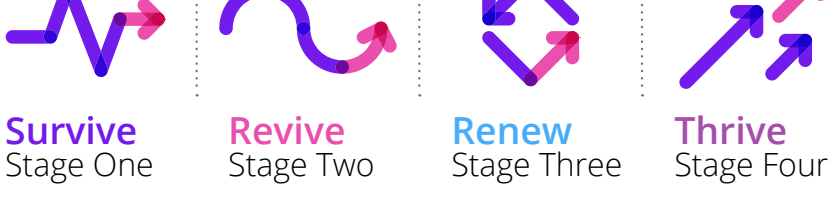


In Partnership with:



From survive to thrive in the Healthcare industry: digital leadership beyond the lockdown



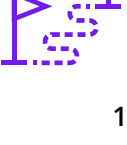
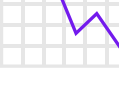
The Covid-19 pandemic crisis has pushed almost every business into survival mode. Omdia surveyed decision-makers from 306 UK companies – 58 of them Healthcare organisations - during June and July 2020 to understand their experiences of the crisis. Our analysis shows that there is now a four-stage journey to be undertaken to move from merely surviving to thriving. Strategies, objectives, and actions must fit each stage.



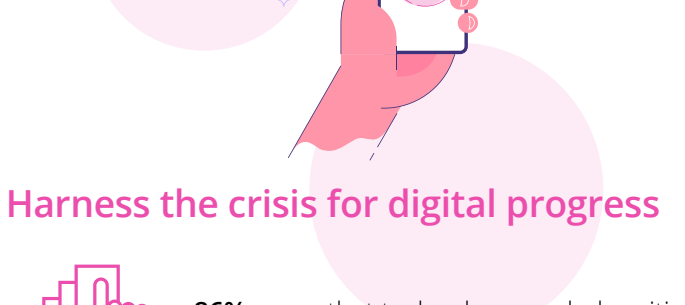
Survive Stage One




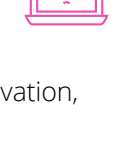
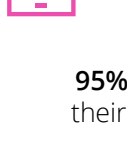

Review crisis preparedness and response

-  **51%** said their supply chains and operations were fully prepared for the pandemic; this compares to a cross-sector average of **46%**
- 81%** reported investing in IT resiliency and business continuity during the pandemic 
-  **78%** agree that their disaster recovery plans were inadequate or short-sighted
- 100%** of those in the early stages of digital transformation say their crisis response was inadequate 

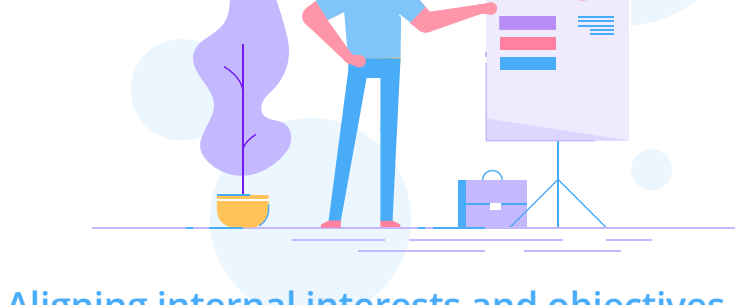
Revive Stage Two






Harness the crisis for digital progress

-  **86%** agree that technology can help mitigate the effects of a crisis
- 89%** said they should have invested earlier in digital, data-driven and the cloud 
-  **92%** agree the crisis has shown that innovation, flexibility and agility are key capabilities
- 95%** agreed that there is a need to strengthen their cybersecurity defences as a consequence of the pandemic 

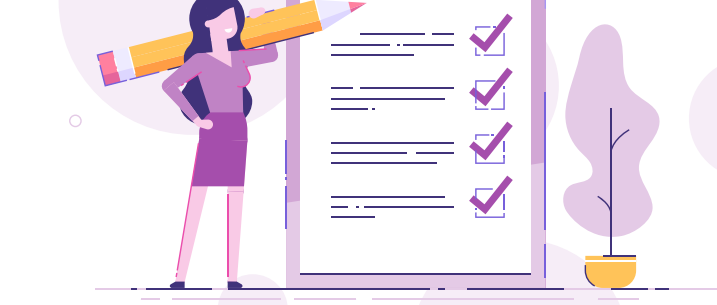
Renew Stage Three



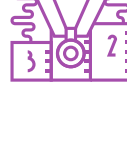
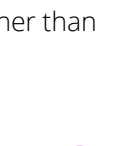
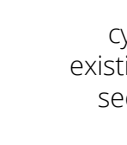
Aligning internal interests and objectives

-  **63%** of large healthcare companies expect to resume or accelerate their DX in H2 2020
- 73%** see accelerating agility and efficiency as a priority initiative on the other side of the pandemic 
-  **56%** see creating new digital products or services as a priority digital capability

Thrive Stage Four



Prioritizing initiatives with strong leadership

-  **39%** say a lack of executive sponsorship will hinder their digital transformation progress, higher than for any other sector
- 73%** expect an increase to budgets for cybersecurity post-pandemic - **96%** see their existing investment in threat detection and core security as having benefitted the organization during the pandemic 
-  Healthcare will help to spearhead the uptake of Artificial Intelligence (AI) and related technologies - **75%** expect an increase in budgets for cognitive tech on the other side of the pandemic

To find out more, please visit:
[➔ ibm.biz/postcovidrecovery](https://ibm.biz/postcovidrecovery)