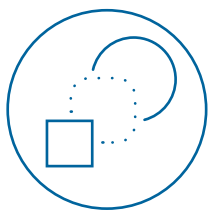


A healthy outlook

Digital Reinvention in healthcare

Disruption has fundamentally changed the healthcare industry



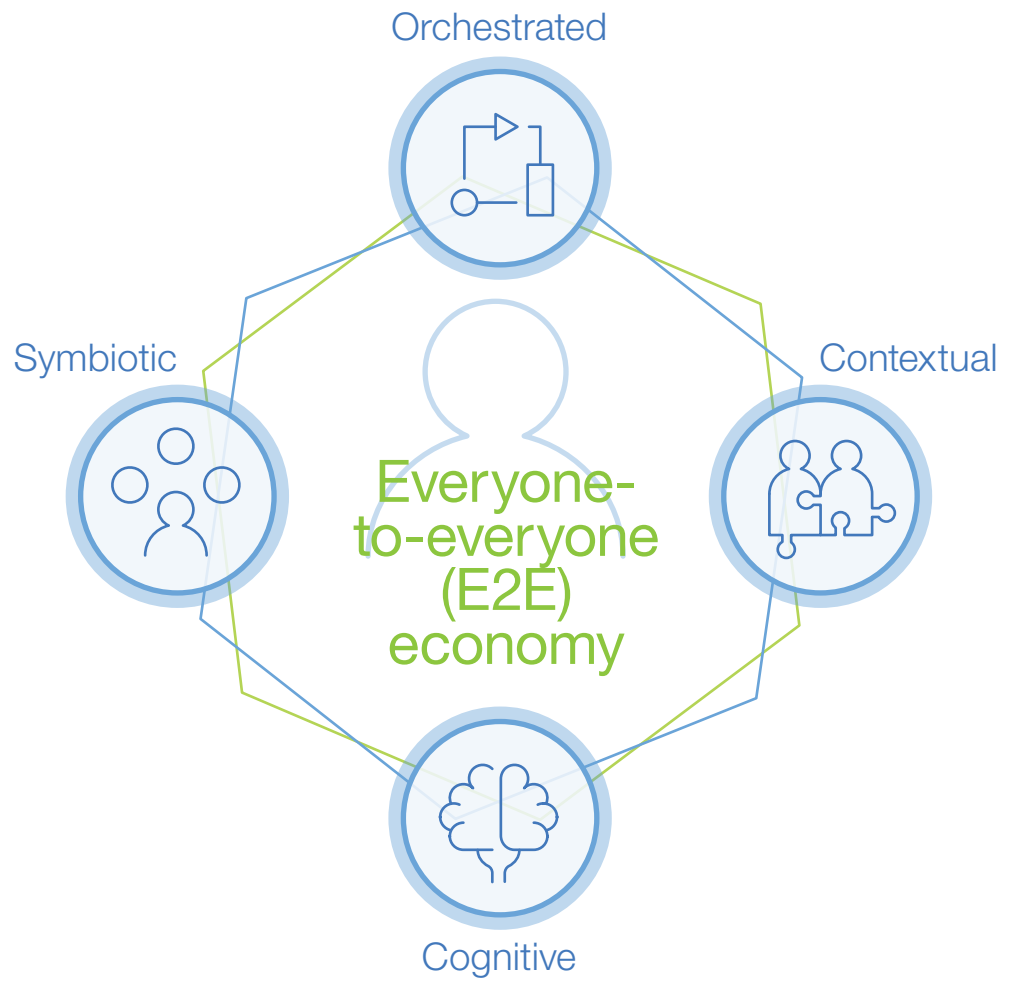
43% of surveyed healthcare executives say boundaries between their industry and others are blurring



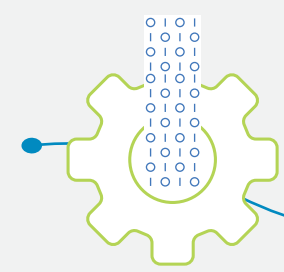
54% of surveyed healthcare executives report that traditional industry value chains are being replaced with new value models



51% of surveyed healthcare executives say competition is coming from new and unexpected places



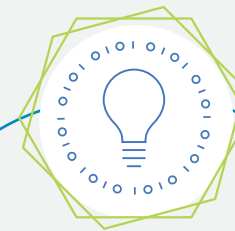
Healthcare industry executives recognize the imperative to digitally reinvent their business



Digitization
Improve efficiency by applying technology to individual resources or processes

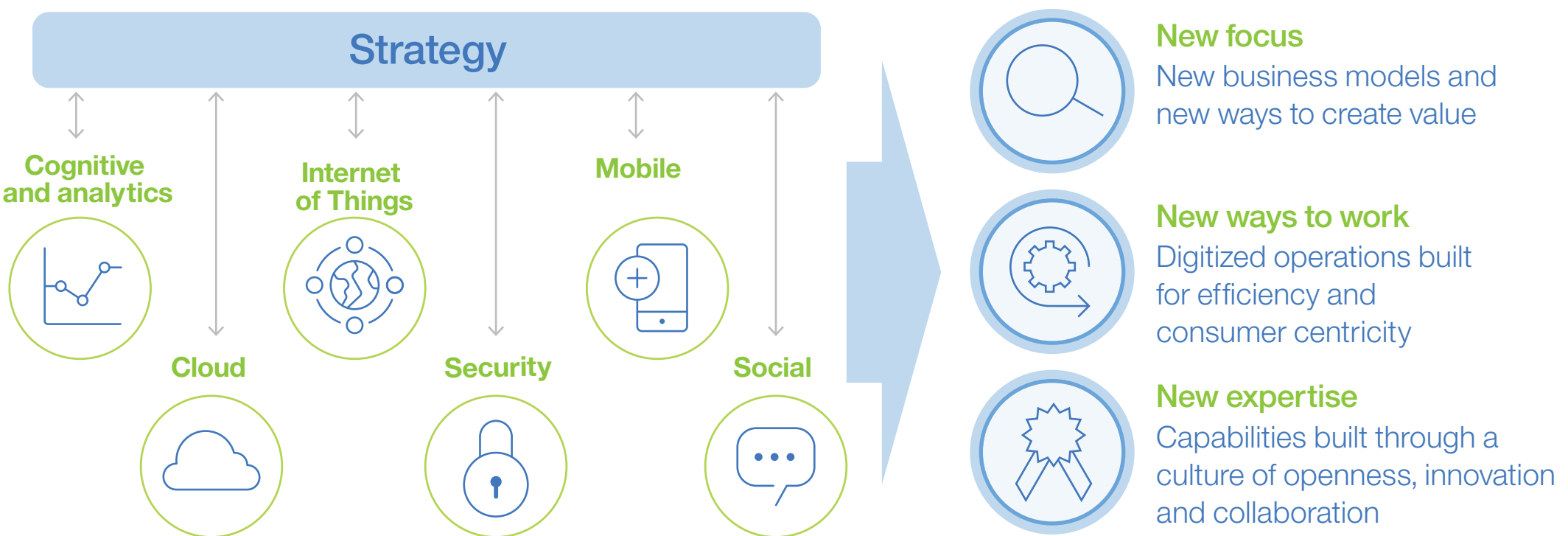


Digital transformation
Digitize entire aspects of a business, producing consumer experiences that support individuals' needs or wants



Digital Reinvention™
Incorporate digital technologies like never before to create revenues and results via innovative strategies, products and experiences

Healthcare businesses need to seize the digital advantage



To learn more, please visit ibm.biz/drhealthcare