



## AHA TRANSFORMATION TALKS

STRATEGIES FOR REIMAGINING HEALTH CARE

### Advancing Innovation with a Cloud-Based Data Strategy

**Hospitals and health systems are becoming more data-driven as they advance their digital strategies to create greater value, reduce costs and improve outcomes for their patients and communities.**

For example, a 2021 survey of health care executives<sup>1</sup> found that:

- **60%** of health care organizations are adding new digital products.
- **42%** are accelerating some or all of their digital transformation plans.

Many are building analytics infrastructures and leveraging their electronic health records to support decisions and innovations that will help them compete more effectively with disruptors in the field. And as consumerism continues to dominate, leaders are rethinking what their organizations should look like and what data they need to inform their approach going forward.

**The path to effectively leverage health care data to support retrospective, real-time and predictive analytics requires that provider organizations closely examine how they collect, store and protect their data for staff, business partners and patients.**



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This will be particularly important given the velocity and variety of data arising from the internet of things, medical devices, artificial intelligence, machine learning, natural language processing and other novel data-generation and processing techniques.

With this in mind, growing numbers of health systems are reexamining their data strategies. Many are turning to cloud-based solutions that offer agile disaster recovery, lower up-front costs and easier expansion. Organizations are focusing on ways to improve data security and carefully choosing partners who understand HIPAA and other health care-specific compliance and security requirements.

In addition, providers are looking to improve care delivery and interoperability by expanding the reach of information sharing to support population health, address societal factors that impact health and facilitate remote monitoring and patient-generated data.

Now, as health care providers look to achieve greater financial resilience and stability, they will need to enhance their data analytics capabilities to gain greater insight into all financial and operational aspects of their organizations.

### Resources

1. [2021 Healthcare Digital Transformation Survey, BDO](#)

To learn more about ways to help your organization continue to transform, visit the [AHA Transformation Talks website](#).

### Discussion Questions:

1. **How can health care organizations glean greater clinical and business insights from the vast amounts of data at their disposal?**
2. **Where do the greatest opportunities lie for harnessing the powerful data in electronic health records to drive innovation in areas like population health, social risk factors, etc.?**
3. **How can cloud-based solutions and external data sources be leveraged to improve performance?**