



Developing a Successful Digital Transformation Playbook: Lessons Learned from the United States

Tips for Success and Obstacles to Avoid

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Thoughts from a Chief Medical Officer, a Chief Digital Officer, and a Pflegefachfrau



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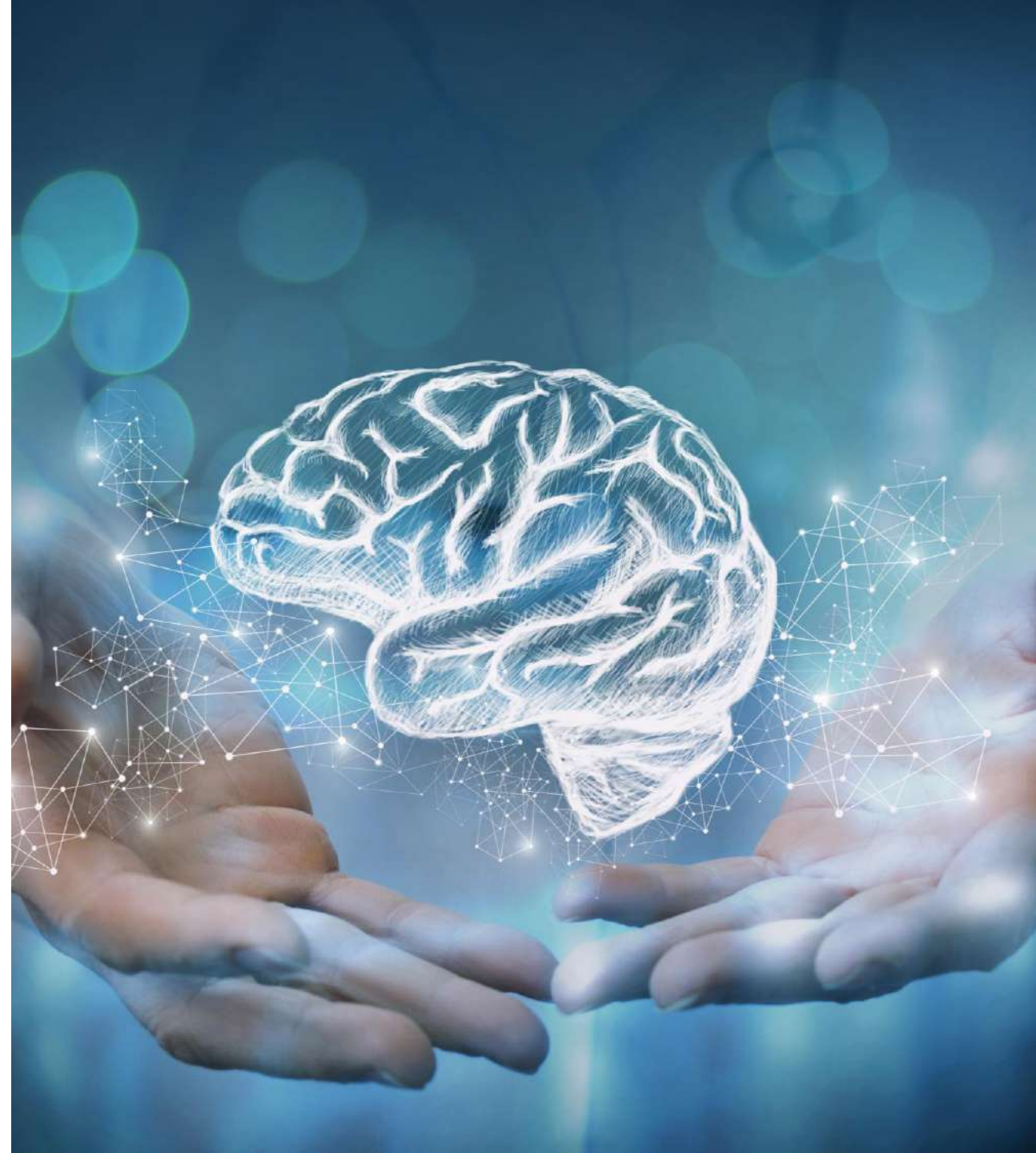


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AGENDA

- Challenges
- Task & Goal
- Requirements & Solutions
- Priority-analyses & Solution
- Summary & Conclusion
- Outlook





CHALLENGES

Undergoing digital transformation while keeping healthcare operations and clinical care running is difficult.

It is like re-engineering the plane while flying it

The Challenges

Driving digital transformation to ensure technology supports efficient, effective patient care while also meeting cyber security and regulatory compliance requirements



Facilitate seamless user access

Accelerate user adoption by delivering fast, consistent access across shared workstations and mobile devices, on-prem and cloud applications, and clinical workflows



Protect against internal and external security threats

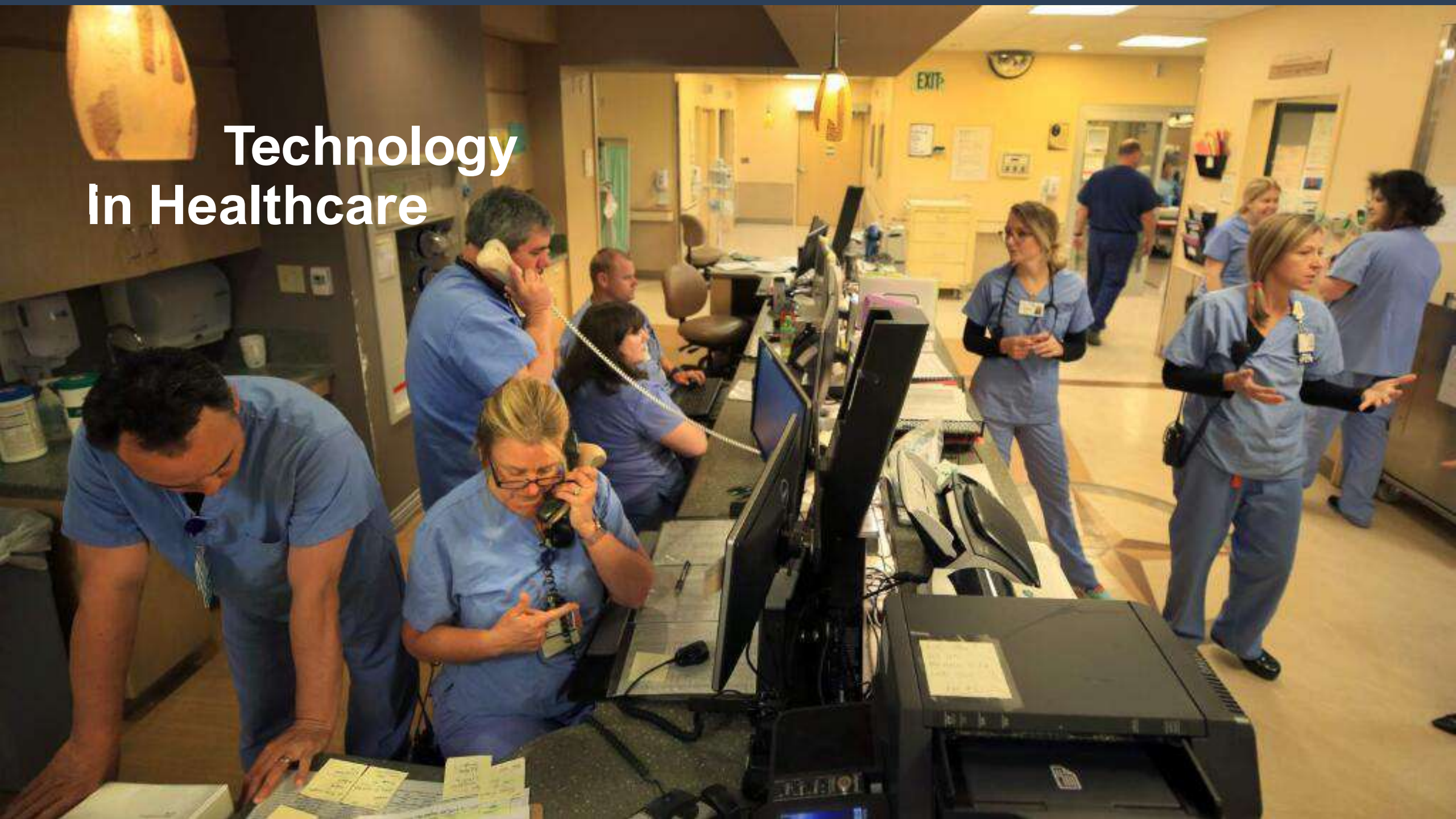
Safeguard assets and adhere to regulatory compliance requirements with enhanced security measures



Reduce total cost of ownership

Maximize investments to deliver greater ROI to the business

Technology In Healthcare





Security



Compliance



Privacy



Usability



Efficiency



Productivity

Security or productivity?

You need **more** of **BOTH**



TASK & GOAL

Together let's create your own digital transformation playbooks
Using lessons learned from the US

Goals

- Improved efficiency and productivity
- More streamlined workflows
- Reduced burnout and increased satisfaction
- Increased cybersecurity
- Improved privacy and compliance
- Better Interoperability
- Improved patient safety and care outcomes



Requirements & Solutions

What are your restraints and difficulties?

What does good look like?

Requirements

- What are the key areas for consideration?
- What are the similarities and differences between the German and American healthcare markets?
- Let's use lessons learned from Baptist Health's digital transformation journey...

Requirements for a successful digital transformation

- Plan building
- Project timeline
- Stakeholder identification
- Project prioritization
- Financial justification, business case, and budgeting
- Resource allocation
- Cybersecurity, governance, and regulatory compliance
- Change management
- Outcomes monitoring

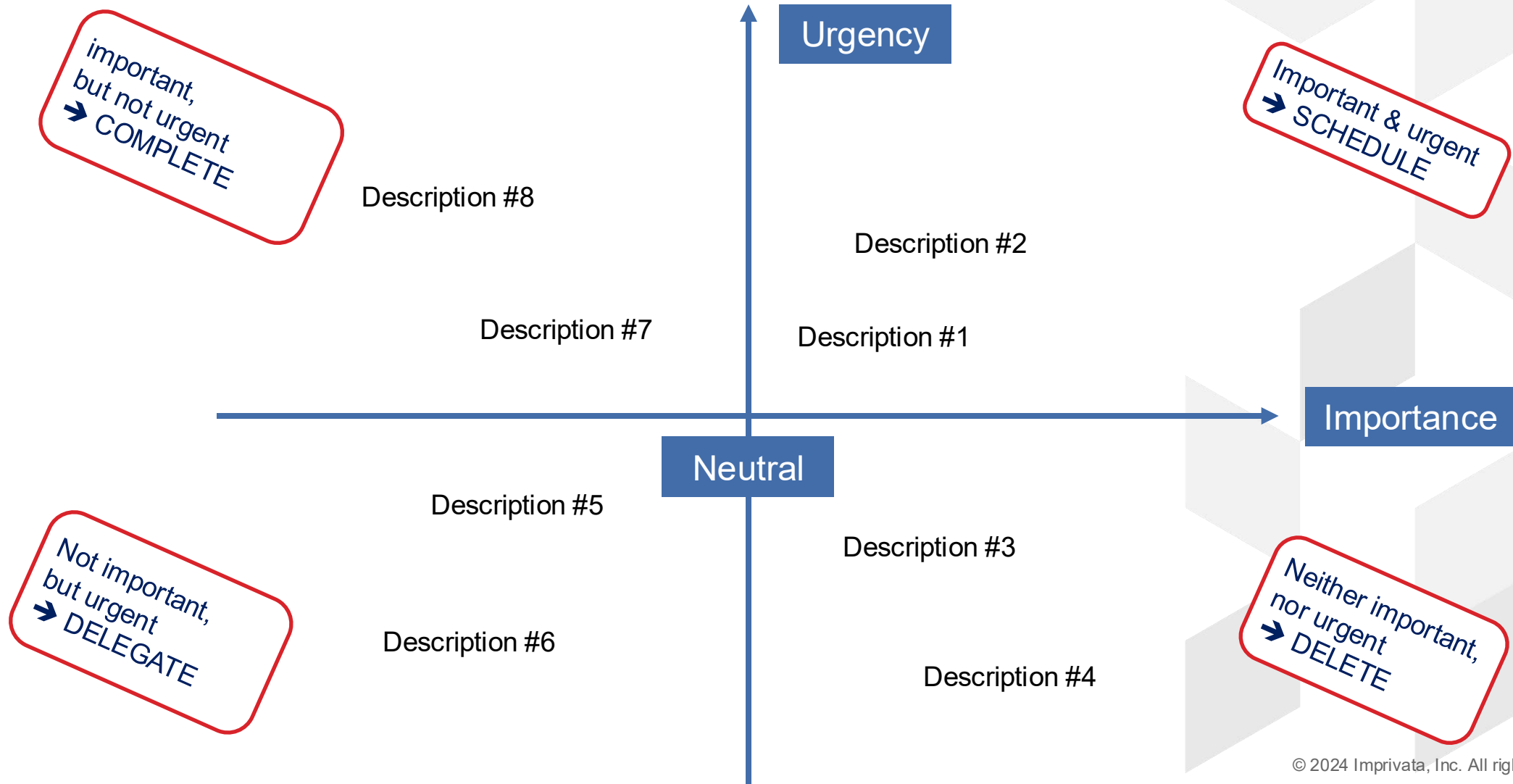


Priority-analyses & Solution

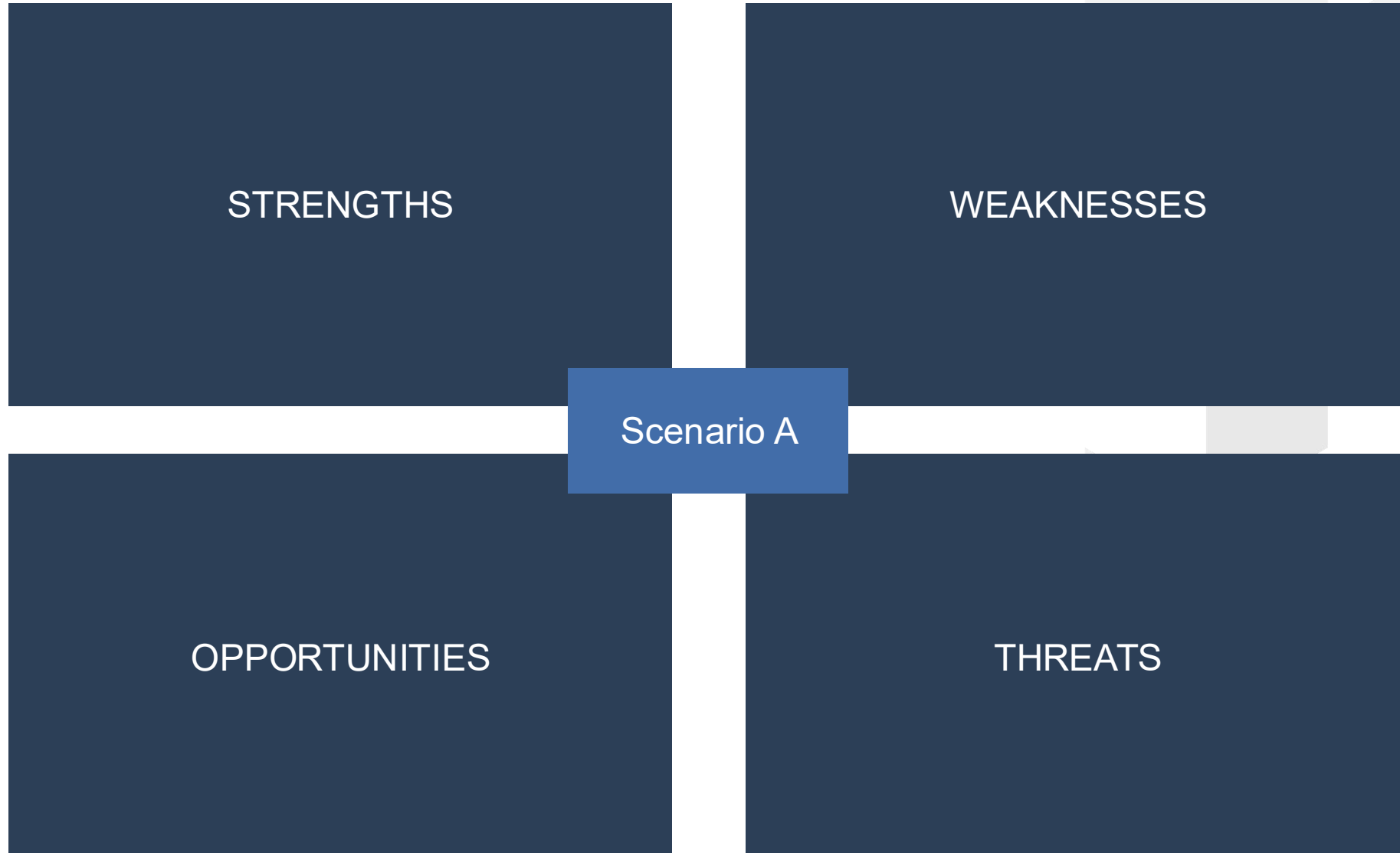
Enough talk...

Let's build your playbooks!

Prioritization requirements-analysis



Scenario-analysis: SWOT





Summary & Conclusion

A good digital transformation playbook improves productivity, efficiency, cybersecurity, patient safety and quality of care by leveraging the right stakeholders, accounting for staffing resources, and tracking towards meaningful outcomes



OUTLOOK