



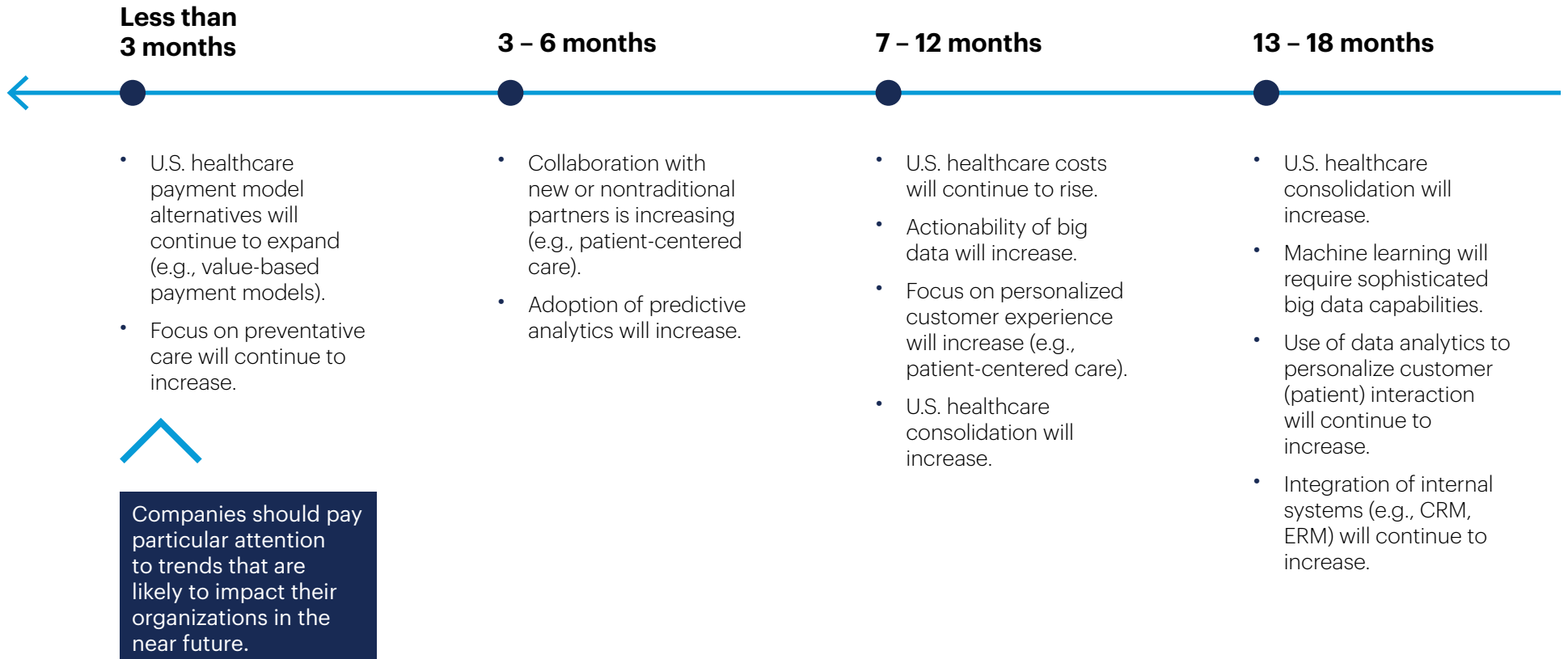
# Top 12 Trends Affecting the Healthcare Industry

Data from the Emerging Trends Barometer

Gartner®

# Velocity of healthcare industry trends

## Strategists' Perception of the Velocity of Trends on Their Industry (healthcare)



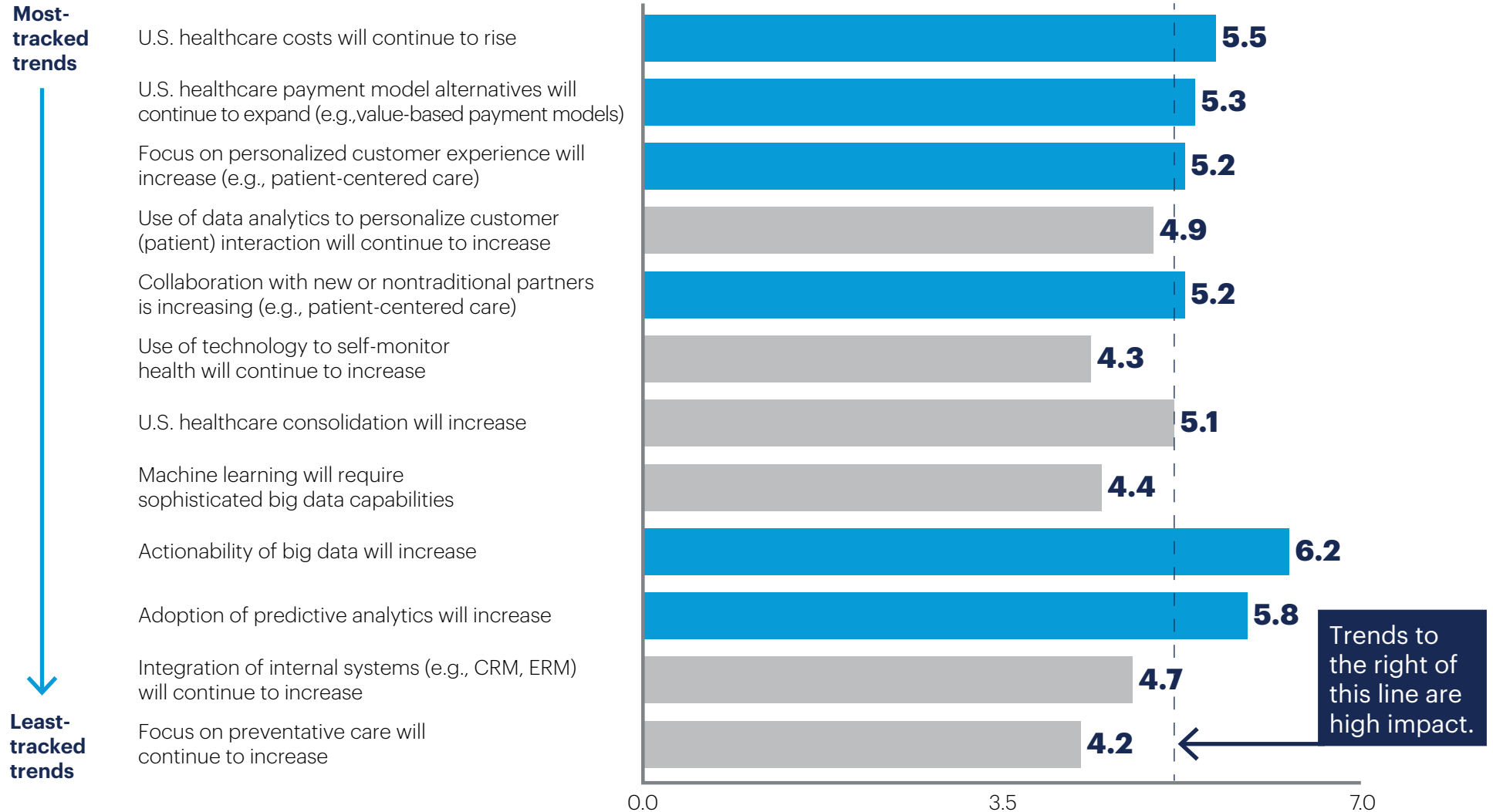
N = 15

Source: 2017 Emerging Trends Barometer Survey

Note: We asked strategists to tell us how quickly their industry will feel the impact of each trend.

# The trends with the highest impact

## Strategists' Perception of the Impact of the Trends



n = 15  
Source: 2017 Emerging Trends Barometer Survey  
Note: Impact was measured on a 7-point scale, 1 being lowest-impact. We asked strategists how big of an impact each trend will have on the industry.

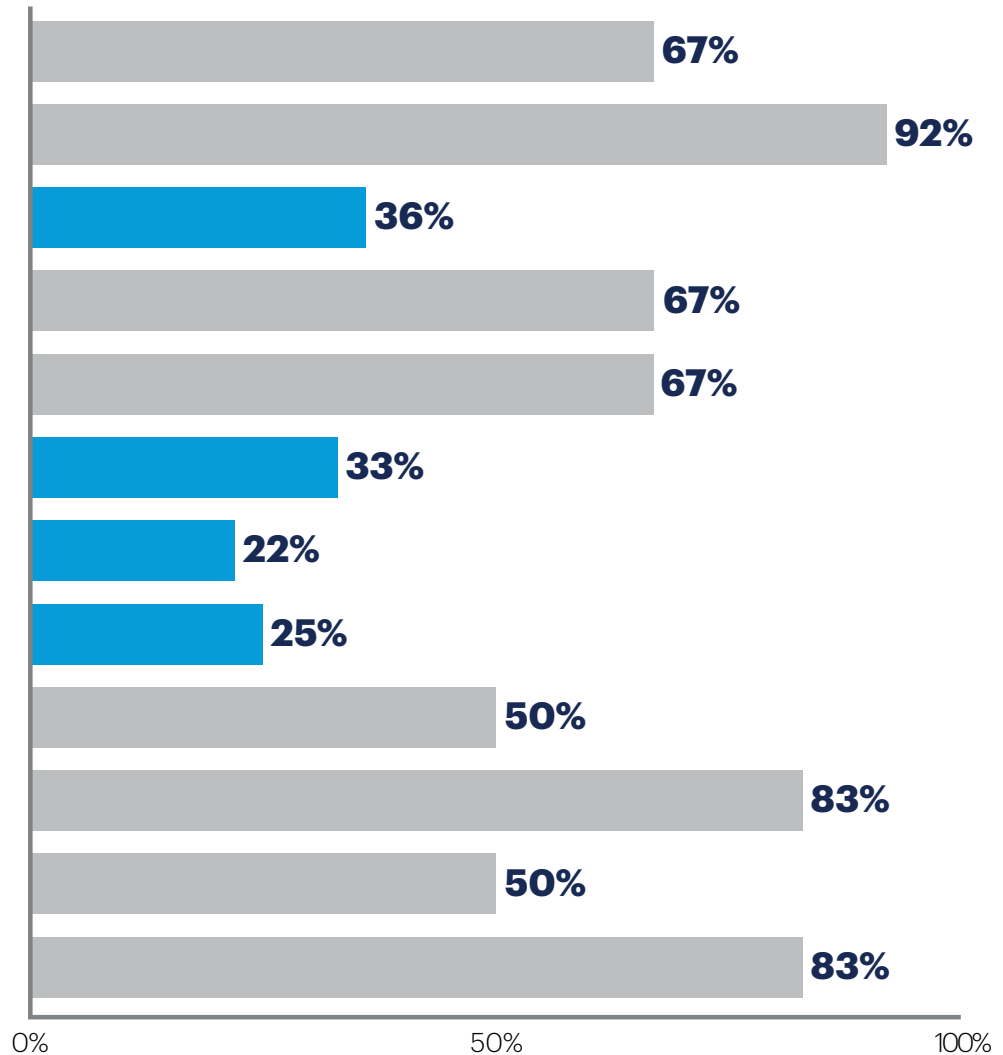
# Organizational readiness

## Organizations' Readiness to Address the Trends in Next 6 - 12 Months

Most-tracked trends

- U.S. healthcare costs will continue to rise
- U.S. healthcare payment model alternatives will continue to expand
- Focus on personalized customer experience will increase (e.g., patient-centered care)
- Use of data analytics to personalize customer (patient) interaction will continue to increase
- Collaboration with new or nontraditional partners is increasing (e.g., patient-centered care)
- Use of technology to self-monitor health will continue to increase
- U.S. healthcare consolidation will increase
- Machine learning will require sophisticated big data capabilities
- Actionability of big data will increase
- Adoption of predictive analytics will increase
- Integration of internal systems (e.g., CRM, ERM) will continue to increase
- Focus on preventative care will continue to increase

Least-tracked trends



Percentage of Organizations That Are Ready

N = 15  
 Source: 2017 Emerging Trends Barometer Survey  
 Note: Organizations that are ready are those that are very confident or confident that their organization is able to address the trend in the next 12 months.

# Trends and disruption

## Ratings by Trends' Disruption Potential<sup>a</sup>



## Legend

Denoted By	Trends
<b>A</b>	U.S. healthcare costs will continue to rise.
<b>B</b>	Use of data analytics to personalize customer (patient) interaction will continue to increase.
<b>C</b>	Integration of internal systems (e.g., CRM, ERM) will continue to increase.
<b>D</b>	Collaboration with new or nontraditional partners is increasing (e.g., patient-centered care).
<b>E</b>	U.S. healthcare payment model alternatives will continue to expand (e.g., value-based payment models).
<b>F</b>	Focus on personalized customer experience will increase (e.g., patient-centered care).
<b>G</b>	Focus on preventative care will continue to increase.
<b>H</b>	Use of technology to self-monitor health will continue to increase.
<b>I</b>	U.S. healthcare consolidation will increase.
<b>J</b>	Machine learning will require sophisticated big data capabilities.
<b>K</b>	Actionability of big data will increase.
<b>L</b>	Adoption of predictive analytics will increase.

n = 15

Source: 2017 Emerging Trends Barometer Survey

<sup>a</sup>Trend disruption potential = square root (velocity score x impact score)/organizational readiness.

## About Gartner

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## Contact us to identify, address, and anticipate new and urgent trends in your industry

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