



GETTING THE MOST VALUE FROM YOUR CLOUD INVESTMENT

Cloud adoption in healthcare is accelerating — but are healthcare organizations realizing the full potential of cloud technologies?

The adoption of cloud technologies continues to accelerate in the healthcare space. As noted in the recent *HIMSS Technology Outlook Survey: The Outlook for Cloud*, healthcare organizations are already deploying a significant share of their healthcare information technology (IT) workload to this vital enabling technology, with an estimated 39% hosted there today and an expected 50% expected to move there within the next 12 months.¹ In addition, 79% of survey respondents stated the cloud is a strategic priority for their organization in the coming year.²



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JOEL THIMSEN | PRINCIPAL OF CLOUD CONSULTING | PERFICIENT

Yet, despite this accelerated adoption rate, some confusion remains among healthcare stakeholders on how to best leverage cloud technologies for their organizations. While most healthcare stakeholders feel vendors are aligning their cloud solutions well with market needs, only one-third of survey respondents stated they would increase their cloud investment in the next year. Furthermore, only about half of those same respondents stated they feel confident within their own organizations that they have appropriately aligned their technology roadmap and spending priorities to existing and future cloud investments. This isn't necessarily a surprise, said Joel Thimsen, Principal of Cloud Consulting at Perficient.

“There remains some confusion on how to best leverage cloud technologies,” he explained. “Hybrid-cloud and multicloud strategies, vendor differentiation, and different implementation and preparation strategies drive the complexity of adopting cloud platforms. With this it becomes difficult to understand

where to start in order to gain the advantages healthcare organizations seek to enable true transformative change for digital health and data analytics initiatives,” he said.

It's clear the cloud is and will remain a critical piece of IT investment, a foundation for achieving digital transformation and implementing new, innovative technologies. And healthcare organizations are making larger investments, particularly in technologies supporting data analytics, in this expanding market. But it takes the right strategy—and the right support—to make those investments truly count.

Redefine your strategy

Tom Lennon, Director of Healthcare Analytics at Perficient, said healthcare organizations can better leverage cloud investments by taking a hard look at their current IT roadmap within the context of their larger business and clinical goals.

“It's critical to identify how cloud innovations might align to tangible business outcomes,” he said. “There are a lot of good tools and solutions on the market, but if you aren't aligning spend with actual value, your organization will struggle to gain traction in leveraging cloud technologies.”

To drive adoption, we recommend selecting one or two initiatives that demonstrate the value and power of the cloud. Then knock these out of the park, and market the success and value across your organization.”

By taking a long, hard look at your organization’s goals, whether they concern corralling the massive amount of data produced each day to better inform population health programs, or storing the seemingly endless streams of data from medical devices for use within care delivery, Lennon said provider organizations can better direct cloud investments in the future.

Cloud is an enabler, not a destination

Though the survey results indicate that cloud itself is ranked lower than other business priorities, it’s important to note that stakeholders view cloud as key to accomplishing major initiatives and business transformations. It’s crucial that healthcare leaders become better educated on what cloud investments can offer in helping them reach key business goals, said Thimsen.



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TOM LENNON | DIRECTOR OF HEALTHCARE ANALYTICS | PERFICIENT

“Business and clinical leaders expect to leverage cloud technologies to provide the agility and scale required to enable a wide range of objectives,” he said. “Population health management, the proliferation of medical devices, and digital health in general are some of the big initiatives that can benefit from cloud, to name just a few.”

By working with trusted vendor partners who understand the true potential of cloud capabilities, both today and in the future, healthcare organizations can better match specific cloud offerings with their own business and clinical needs.

“Having the right roadmap can better define outcomes that will show how your investments address business needs,” said Thimsen. “Healthcare organizations must transform to succeed, and gain the agility required to innovate quickly and keep up with the industry. It’s no longer an issue of if provider organizations should be leveraging the cloud, but *how*. Partnering with organizations that have the experience to help you figure out the *how* part, especially as the number of cloud solutions grow, will be critical to your success.”

Learn how cloud technologies can help power your critical business and clinical initiatives to increase care quality, reduce care costs, and improve the health of our population as a whole: [visit Perficient](#). Or learn about [Red Hat](#), one of our key cloud transformation partners.

¹ HIMSS Technology Outlook Survey: The Outlook for Cloud. June 2019.

² Out of the 204 respondents, 69% work for hospitals and acute-care facilities and 60% work for organizations with greater than 500 beds and/or 1,000-plus employees; 42% are clinicians/staff, 41%, middle management, and 17% senior management.



About Perficient and Red Hat:

Perficient is the leading digital transformation consulting firm serving Global 2000® and enterprise customers throughout North America. Healthcare organizations turn to us to help solve their most complex business and technology challenges. Whether it’s keeping pace with today’s digital transformation and cross-channel experience demands, improving operational efficiency, or dealing with the complexities of regulatory reform, we’re helping redefine the future of healthcare for consumers. We partner with Red Hat to transform healthcare through cloud computing, DevOps, and enterprise integration. Leverage our cloud expertise to help you craft a cloud strategy that maximizes value while minimizing risk.