



VENTANA  
RESEARCH

# Supercharge Healthcare Industry

Maximize market and product investments

Embrace strategic guidance and market education



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# Ventana Research: Who We Are

**About Us:** We are a market advisory and research services firm in the technology industry.

**Vision:** To illuminate the value of technology through our unique insights.

**Mission:** We pride ourselves on delivering uniquely insightful independent research and services through a tailored, trusted and empathic client experience.

**Advocacy:** We stand behind equality, diversity and inclusion that is a human right for everyone.

**Values:** **Excellence. Independence. Innovation. Reliability. Research. Teamwork.**

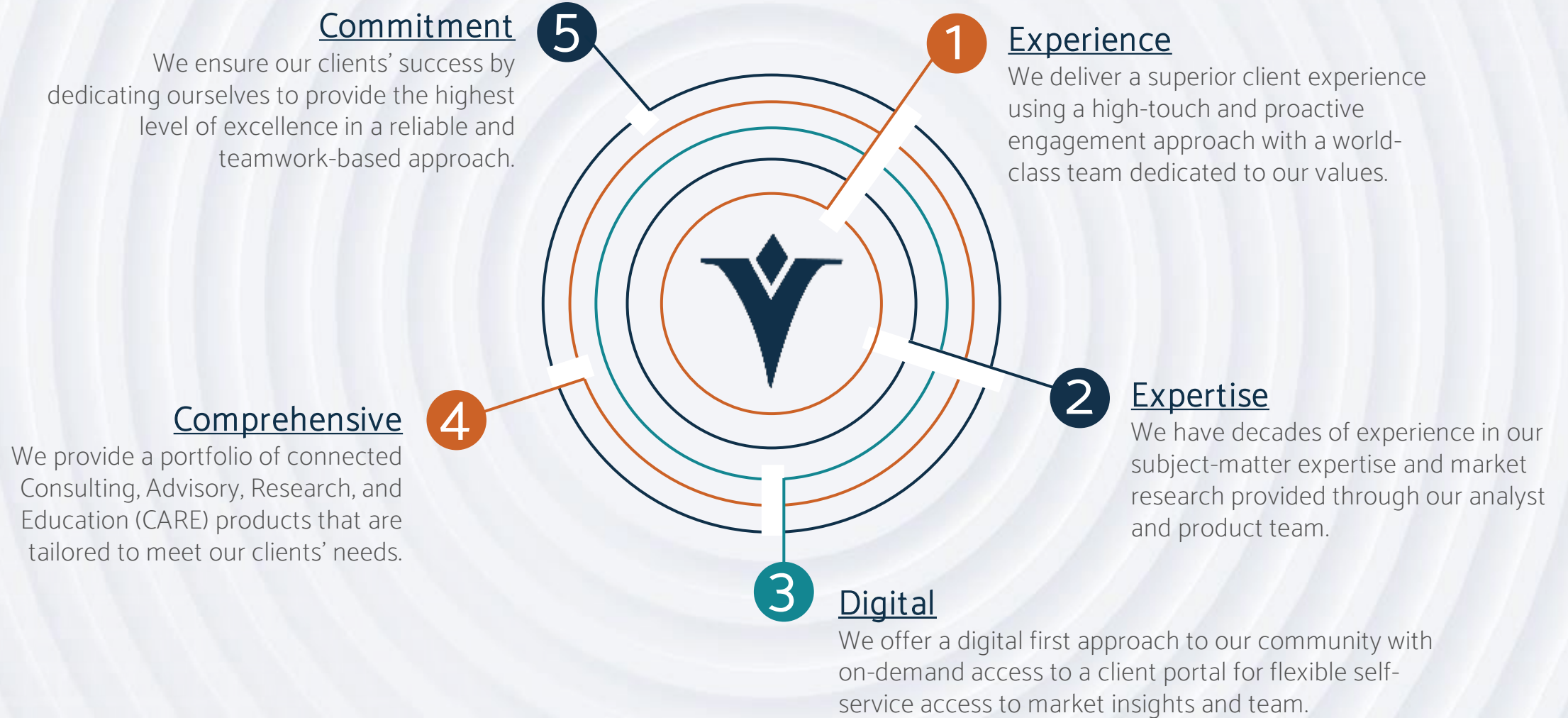
20  
Years  
Strong

800+  
Technology  
Vendors in Coverage

100k  
Community  
Members



# The Ventana eXperience Difference



# Ventana Research Community of Educational Content

- **Community:** A digital environment of 100k members gaining value from thousands of educational insights in many mediums and types of education and research.
- **Analyst, Industry & Market Perspectives:** Our subject matter and firm authored written and presented insights on topics and vendors guide path on use of technology.
- **Educational Insights:** Continuous publishing of research perspectives, white papers and presentations on the technology industry.
- **Market Research Insights:** Library of market research insights in form of reports, insights and best practices on technology and vendors.

## Community of Educational Content



# Ventana Research: Market Research Excellence

- **Market Agenda:** We provide an annual and continuous plan to our research direction.
- **Analyst, Industry & Market Perspectives:** Firm and subject matter authored written or presented insights on topics and vendors.
- **Benchmark Research:** Continuous in-depth primary research on market and trends in over 25 topical areas of focus.
- **Dynamic Insights:** Continuous self-service research providing digital guidance to participants for their potential actions.
- **Value Indexes:** In depth vendor and product research built on an RFI/RFP format that categorizes and ranks technology vendors.



# Our Areas of Healthcare Industry Focus

Our areas of expertise help healthcare organizations examine how to innovate and transform their organization and processes.

Analytics

Data

Customer Experience

Digital Business

Digital Technology

Human Capital  
Management

Marketing

Office of Finance

Operations and  
Supply Chain

Office of Revenue

# Expertise Alignment to Industry Processes & Technology





# Healthcare

## *Industry Assertion*

Through 2024, over two-thirds of healthcare organizations will deem the lack of common governance and manageability of deployed digital technologies an operational risk.



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**Mark Smith**  
CEO & Chief Research Officer

# Healthcare Industry

The need to modernize their digital computing environment requires business and technology investments that can innovate and streamline patient and operations processes. To ensure your digital effectiveness requires insights to how medical facilities provide the best possible care through diagnosis and treatment. Modernizing digital environments that impact patient and billing experiences is essential for desired financial and operational outcomes. Unifying its processes across medical services through its applications and for its workforce requires data science and analytics.

# Challenges For Healthcare Industry



1. Portfolio of investments not achieving efficiency returns
2. Effectiveness in using technology for patient outcomes
3. Modernization of applications and medical processes
4. Differentiated impact in healthcare systems
5. Expected efficiency for digital patient experiences

# Business Trends in Healthcare Industry

1.

Healthcare Sustainability



Use of energy, food and raw materials in caring for patients impacts environment and technology to limit pollution and minimize the waste produce and use less energy.

2.

Digital Healthcare Market Dynamics



Utilize information and communications technologies in medicine to manage illnesses and health risks and promote wellness using wearables, mobile & tele- health and medicine.

3.

Social Determinants of Citizen Health



The conditions where people are born, grow, live, work and age with socioeconomic status, education, neighborhood, employment, and social networks.

# Healthcare

## *Industry Assertion*

By 2025, three-quarters of healthcare organizations will require unstructured data storage and processing capabilities in their data lakes to maximize the value of audio, video and image data.



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**Matt Aslett**  
VP & Research Director

# Technology Trends in Healthcare Industry

1.

Internet of Medical Things (IOMT)



Medical devices and applications connect systems and patients using technologies to reduce unnecessary hospital visits and allow transfer of medical data over a secure network.

2.

Apply AI to Big Data to Patient and Medicine



The process to collect, analyze, and utilize consumer, patient, physical, and clinical data and apply AI and machine learning algorithms to allow healthcare for diagnostics.

3.

Digital Therapeutics for Patients



Using wearable technologies to monitor patients and take control of their health using life sciences technology to transform patient care and deliver better clinical outcomes.

# Our Portfolio of Services for Industries

We provide a portfolio of services called CARE designed to help organizations in the following areas: helping with their business technology needs across processes, guiding evaluation and selection activities related to the technology industry and assist specific investments in technology industry to reach full market potential.

## Consulting



### Strategy & Planning

Consulting where we deliver expert guidance with our experience, expertise and market research through workshops and assessments for better business outcomes.

## Advisory



### Decisions & Guidance

Advisory through our proactive and informed expert advice and insights for optimization of decisions through our Ventana On-Demand service designed for value every month of the year.

## Research



### Observations & Insights

Research enables insights from our industry analyst team and market research with our Benchmark Research, Dynamic Insights and Value Index research products that provide facts for decisions.

## Education



### Knowledge & Power

Education in a range of business, technology and vertical industry topics through our publishing of digital content in mediums and styles for impactful insights across an entire organization.

# Education and Insights on Healthcare Industry

## Modern Analytics and BI Enhance Healthcare

Robust Technology Enables Better Decision-Making



WHITE PAPER

 VENTANA RESEARCH

## Bottom-Line Impact: Digital Finance for Sourcing and Procurement

Transform Healthcare for the 21st Century



RESEARCH PERSPECTIVE

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## Healthcare Performance Management

Improving Operations and Collaboration in Healthcare Analytics



RESEARCH PERSPECTIVE

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