

## Total Decision-Making Ability Score Ranked by Industry

- 1  Mining
- 2  Professional, Scientific & Technical Services
- 3  Transportation, Postal & Warehousing
- 4  Construction
- 5  Financial Services or Insurance
- 6  Manufacturing
- 7  Accommodation, Hospitality & Food Services
- 8  Electricity, Gas, Water & Waste Services
- 9  Wholesale Trade
- 10  **Healthcare & Pharmaceuticals**
- 11  Retail Trade
- 12  Government, Education & Non-Profit

# Digital Transformation Decision-Making in Healthcare and Pharmaceuticals



How does decision-making shape digital transformation outcomes in the healthcare industry? To find out, Telstra surveyed 3,810 executives in 14 markets and 12 industries worldwide.

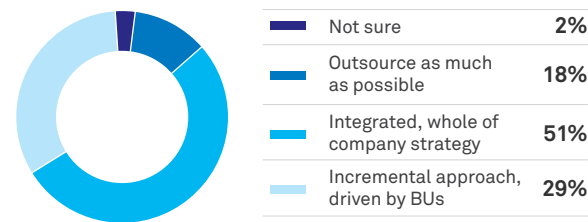
## How do healthcare and pharmaceuticals compare with other industries?

The healthcare and pharmaceutical industry lags behind other industries in digital transformation decision-making, ranking 10th of 12.

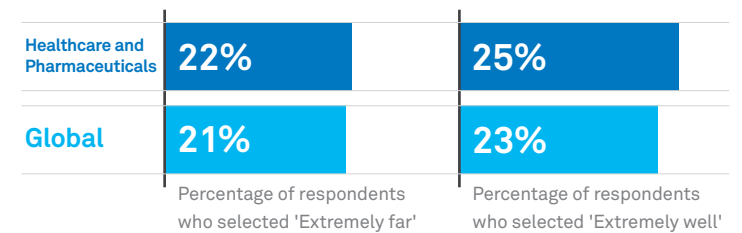
## How can healthcare and pharmaceuticals make better digital decisions?

**Move beyond an incremental approach to digital transformation.**

Manufacturers' digital transformation projects are driven mainly by individual business units.

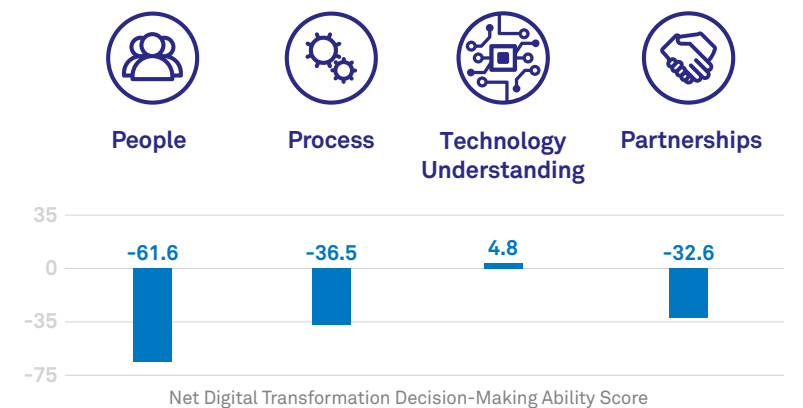


## How far along the digital transformation journey are you?



## Focus not just on technology for digital decisions.

Healthcare and pharmaceutical organisations pick their understanding of technology over other decision-making factors when evaluating their digital transformation process.



## Closing the digital priorities performance gap

Healthcare and pharmaceutical organisations struggle to meet their top digital transformation priorities – in fact their top priority, ‘Protecting our digital assets from cyber threats’, ranks 13th out of 17 in terms of performance.

### Top three digital transformation priorities



#1

Protect our digital assets from cyber threats

Rank in performance  
**13th**



#2

Optimise our technology to move faster and adapt to change

Rank in performance  
**2nd**



#3

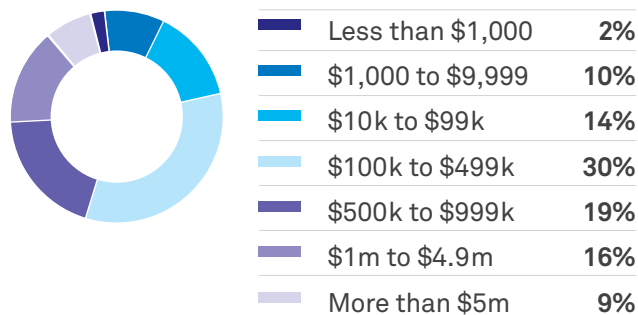
Ensure we are managing our risk and are compliant

Rank in performance  
**15th**

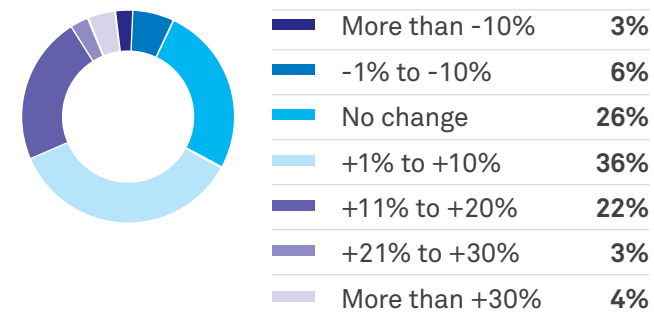
## Healthcare and pharmaceutical IT spend (USD) expected to rise

Two thirds of healthcare and pharmaceutical organisations say they will increase their IT spend in the next three years. Almost half spent more than \$500,000 in the previous year.

### Previous year IT spend



### Expected change in IT spend for next three years



## Top healthcare partner attributes

Healthcare and pharmaceutical organisations seek digital transformation partners that have relevant experience and can provide clear strategic insight.



Clear expertise and experience with IT offerings at both a hardware and software level



Ability to determine which IT model best fits my company and my needs



Deep knowledge of our business challenges and how IT can help



For more insights, visit [telstraglobal.com/disruptive-decision](https://telstraglobal.com/disruptive-decision) to download the Disruptive Decision-Making white paper.