

Trending in digital healthcare

A focus on improving the customer experience is driving collaboration and co-innovation across the healthcare ecosystem

A recent global research study sponsored by Axway* reveals a new technology trend in large enterprises: **customer experience (CX) networks**.

A CX network connects and unifies all the participants in a customer's journey into a powerful alliance that inspires and supports the mutual collaboration and co-innovation needed to improve customer experiences. How does this affect the healthcare service organizations ability to achieve a value-based digital transformation and improve the patient journey? The study gave us some valuable insight.

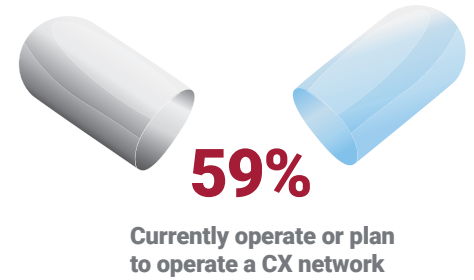
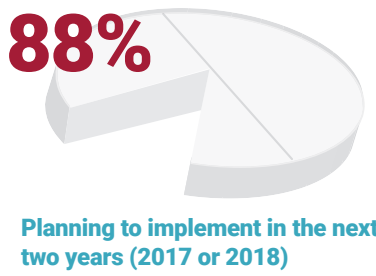
Where does your organization fit in the mix?



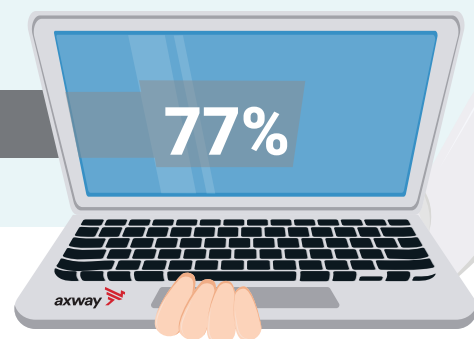
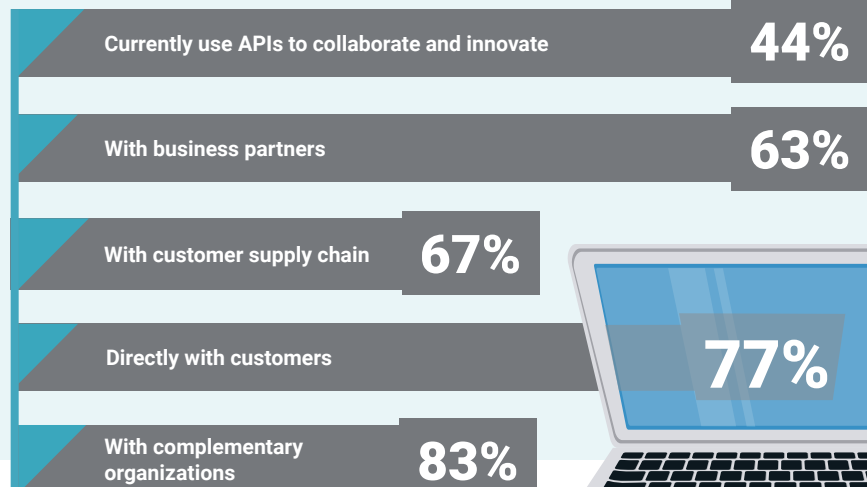
1 Digital initiatives to improve the healthcare customer experience and deliver a single customer view are important to healthcare services organizations.



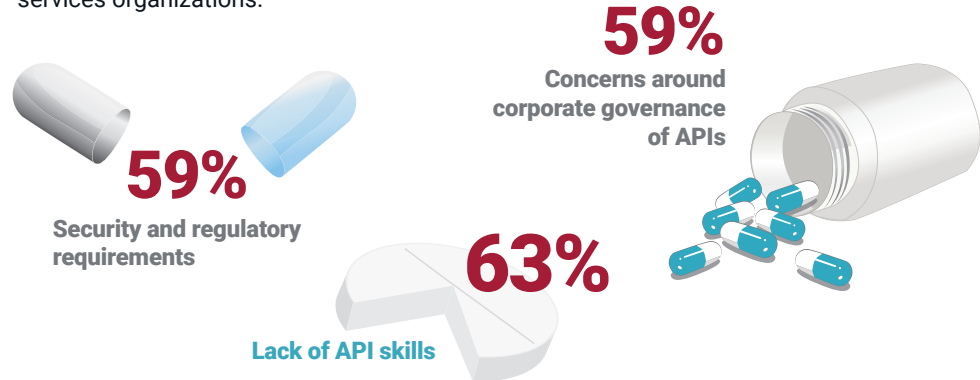
2 Over half of healthcare services organizations have operated or plan to operate a customer experience network, some within the next 2 years.



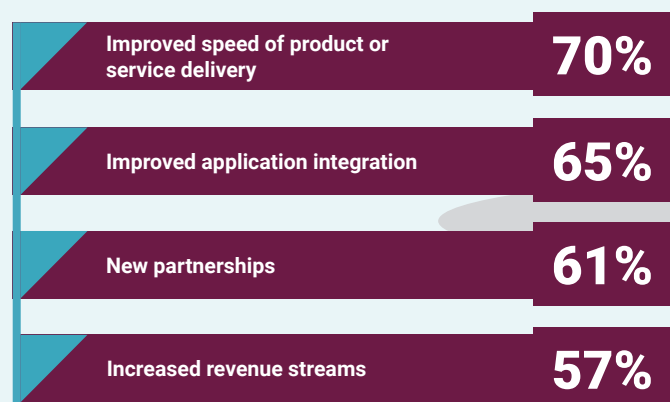
3 Nearly half of healthcare services organizations currently use APIs (application program interfaces) to connect, collaborate, and innovate with their digital ecosystem, including customers.



4 Challenges to API adoption can create barriers to implementing CX networks or other digital initiatives and are rated differently by healthcare services organizations.



5 For those healthcare services organizations who choose to invest in digital initiatives, the **top business benefits** they hope to achieve include:



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