SURVEY

Intelligent insights:

Data challenges, tech investments, and shifting provider priorities

Hospitals, health systems, and other healthcare provider organizations have little control over the external factors affecting day-to-day operations. And, regardless of size, these institutions are facing unprecedented challenges in the post-pandemic world. Chief among those difficulties are interoperability and implementation issues driven by a lack of standardized data – a problem that has plagued the healthcare system for decades.

On top of this, revenue losses are piling up. For example, one study[1] cited by Forbes[2] found that missed appointments alone cost the US healthcare system over $150 billion annually. Staffing is yet another concern. According to a report from McKinsey[3], the healthcare system could face a shortage of between 200,000 to 450,000 nurses by 2025, while data published by the AAMC[4] (Association of American Medical Colleges) predicts a looming shortage of between 37,800 and 124,000 physicians in just over a decade.

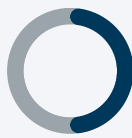
With this in mind, Intelligent Medical Objects (IMO) set out to get a snapshot of what decision makers are prioritizing this year in terms of data quality and technology investments in order to help alleviate these concerns. IMO conducted an in-depth survey with more than 300 leaders who are responsible for implementing and purchasing technology at healthcare provider organizations. The survey validated what we've been hearing in the market and uncovered some seemingly universal truths about the challenges provider-focused organizations are facing and how they plan to improve patient care in the years to come.

What we learned

Data quality issues are prominent amid a host of other critical challenges.

Provider leaders are experiencing a multitude of threats – both internal and external – but 71% cited maintaining or improving clinical care quality as the most important internal risk, while data quality issues ranked within the top five.

65% cited clinical staff burnout



50% cited administrative staff burnout

45% cited data issues (fragmentation, management, optimization)

Respondents nearly universally admit they lost money because of inefficient data use.

Almost every provider seemingly understood their data challenges run deep and that strategies had to be put in place to fix them. However, the study also uncovered these organizations faced many barriers to accessing and leveraging their own data.

90% of provider leaders experienced situations where they had lost or leaked revenue due to inefficient data use.

Approximately **98%** of respondents openly acknowledged that their provider organization has to improve the way it leverages data to confront its challenges.

37% reported that poor or no data enablement technology was their biggest barrier.

34% reported staffing shortages and technical support as their biggest barrier.

Investment in software to address administrative and data quality challenges is a priority.

An overwhelming **94%** of provider leaders plan to invest in software to proactively address each of two widely publicized healthcare industry headwinds – clinician burnout and a potential recession. While workflow optimization and clinical decision support software are important investments given the environmental challenges, supporting better data is in the top three.

65% plan to invest in workflow optimization software.

63% will invest in data enablement software

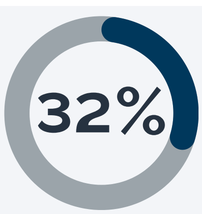
54% are investing in clinical decision-making support software.

Leaders in provider organizations work with dozens of software vendors, which contributes to data silo challenges.

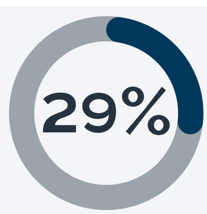
It's no secret that healthcare provider organizations have some of the most complex technology infrastructures of any industry. The survey found that:

84% report working with more than 20 individual vendors, which can create integration and management nightmares for everyone involved.

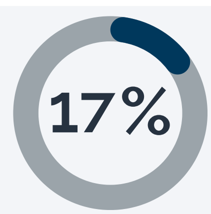
Working with multiple vendors can be frustrating, and the survey uncovered that the biggest and most common complaint providers have about vendors varied. Overall:



32% reported software integrations as their biggest frustration with vendors.



29% reported inadequate training provided by vendors as their biggest frustration.



17% reported long implementation timelines as their biggest vendor frustration.

AI isn't living up to the hype – yet – but provider leaders are still hopeful for future impact.

AI has arguably been the most talked about technology for driving meaningful change in healthcare for most of the last decade. However, it is taking time to gain traction and not always performing as expected.

85% of provider leaders think AI has received too much hype. Yet, at the same time, they are overwhelmingly adopting AI to both improve clinical quality and administrative functions.

Approximately **86%** of provider leaders report using AI in some form in their organization, and a strong majority favorably view the impact AI has had to **improve clinical quality (81%)** and **administrative functions (83%)** for their provider organization.

Among the 17% with unfavorable views of AI's effect on their provider organization:

83% reported their reasoning was difficulty integrating and working with AI vendors.

98% of that group are still hopeful for AI's future capacity to impact administrative performance and efficiency.

Key takeaways

While there is no shortage of challenges facing healthcare providers in the US, data issues rank high among them. As reported by 90% of respondents, provider organizations are losing revenue due to inefficient data use, while almost every survey participant said they need to improve how they leverage their information.

Given the numerous benefits of creating and using high quality data, these responses come as little surprise. Complete and consistent data can inform better care, enable greater reimbursement, fuel innovation, and help alleviate the tech burden weighing so heavily on clinicians and staff. But too many organizations are settling – unnecessarily – for less than what their providers and data teams deserve.

New investments in software are a clear priority, but just adding more technology isn't the answer. Strategic investments in areas like workflow optimization and data enablement software will be key. However, finding the *right* vendors is just as important – vendors who can serve as partners and collaborators, ensuring deep integrations not only with hospital IT systems but with other software providers as well.

Used and trusted by every major EHR vendor in the US, IMO is uniquely positioned to help address many of the issues raised in this survey. IMO simplifies the process of clinical documentation, making precise and clinically relevant data more visible and useful at every step, from care delivery to billing. IMO solutions also enrich patient condition and treatment data, structuring it across sources and IT solutions to make data more complete, accurate, and ready for analytics.

To learn more about IMO's solutions and how they can help your organization, visit imohealth.com/imo-portfolio.

Disclaimer

All respondents whose data contributed to this report work for healthcare provider organizations with more than 20 doctors providing patient care, and all are in management roles or higher that directly influence technology strategy, implementation and purchasing. The survey, which was commissioned by IMO, was conducted by independent market research firm PureSpectrum in February 2023. For more information on PureSpectrum's methodology, visit www.PureSpectrum.com.

IMO Intelligent Medical Objects

About Intelligent Medical Objects

Intelligent Medical Objects is a healthcare data enablement company that ensures clinical data integrity and quality — making patient information fit-for-purpose across the healthcare ecosystem, from hospitals to health information exchanges to payers, and beyond.

IMO's vast footprint in EHRs powers our ability to capture and preserve clinical intent at the highest level of specificity. Our secure technology platform and products then help our clients to transform and extract the greatest value from their data. In short, IMO is the catalyst that enables accurate documentation, precise population cohorting, optimized reimbursements, robust analytics, and better care decisions to optimize patient outcomes.

[1] Gier J. Missed appointments cost the US healthcare system $150B each year. *Healthcare Innovation*. 26 April 2017. Accessed via: https://www.hcinnovationgroup.com/clinical-it/article/13008175/missed-appointments-cost-the-us-healthcare-system-150b-each-year-our-insights/assessing-the-lingering-impact-of-covid-19-on-the-nursing-workforce
[2] Jain S. Missed Appointments, Missed Opportunities: Tackling The Patient No-Show Problem. *Forbes*. 6 Oct 2019. Accessed via: https://www.forbes.com/sites/sachinjain/2019/10/06/missed-appointments-missed-opportunities-tackling-the-patient-no-show-problem/?sh=68419a65573b
[3] Berlin G, Lapointe M, Murphy M, et al. Assessing the lingering impact of COVID-19 on the nursing workforce. *McKinsey*. 22 May 2022. Accessed via: https://www.mckinsey.com/industries/healthcare/
[4] Press Release. AAMC Report Reinforces Mounting Physician Shortage. *Association of American Medical Colleges*. 11 Jun 2021. Accessed via: https://www.aamc.org/news-insights/press-releases/aamc-report-reinforces-mounting-physician-shortage