
Survey Reveals Organisations Embrace Emerging Technologies for Competitive Advantage



Based on the data presented in the 'Digital Transformation and Emerging Technologies in the Healthcare Industry' report, nearly 71% of healthcare professionals confirmed that the COVID-19 pandemic had the greatest impact on accelerating digital transformation in the healthcare sector. To stay competitive, numerous organisations are actively embracing emerging technologies, bringing forth a wide array of benefits. These encompass enhanced operational efficiency, increased customer engagement, and enhanced long-term resilience to changes in business conditions.

Many pharmaceutical companies are actively seeking to enhance their operations through the adoption of innovative technologies. In 2023, digital transformation was predominantly focused on operations enablement and innovation within the pharmaceutical industry.

Over the past three years, the objective has been to move forward, promote growth, establish resilience, and ensure relevance in the dynamic landscape of the business environment. Unfortunately, inflation has been a challenge to digitalisation endeavours, leading many organisations to temporarily pause investments in technologies to address short-term, more urgent business needs.

Within the healthcare sector, notably in the pharmaceutical industry, there is a strategic focus on prioritising key technologies for current investments. These include digital media, big data, cloud computing, cybersecurity, and RWE. Notably, digital media has consistently emerged as the primary investment priority over the last two years. This emphasis on digital media is driven by its capacity to facilitate more targeted customer engagement and deliver valuable insights into customer behavior.

Additionally, digital media acts as a great source of big data—a valuable resource that pharmaceutical companies are leveraging to enhance Research and Development (R&D) initiatives and broaden their customer outreach.

The percentage of survey respondents discussing the implementation of an enterprise-wide digital strategy has increased since 2019, reaching the highest percentage since the survey tracker was first launched. As per the survey findings, emerging technologies play a crucial role in enhancing the marketing and sales processes.

Overall, AI and Big Data are poised to maintain their status as the most disruptive forces in the healthcare sector for the next two years.

Source: [GlobalData](#)

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