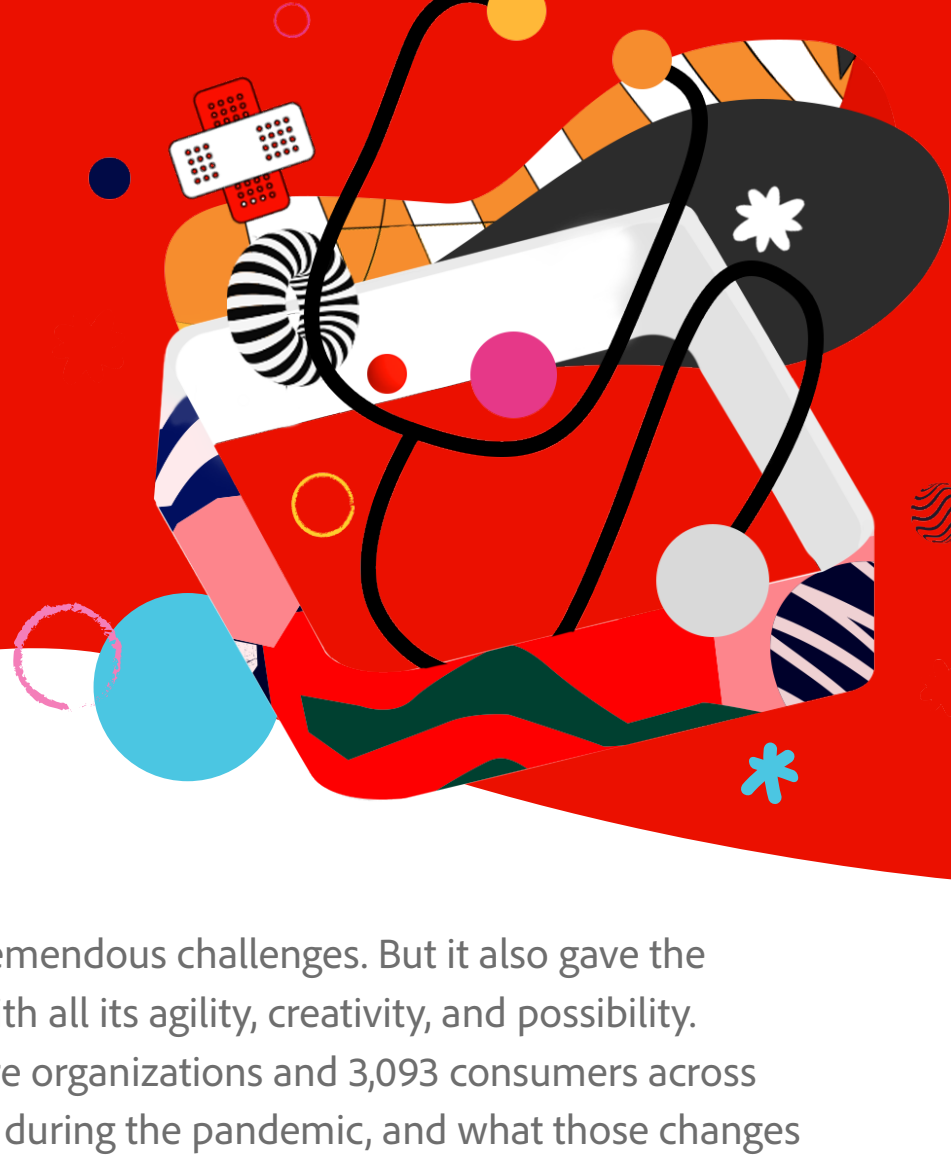


From challenge to change.

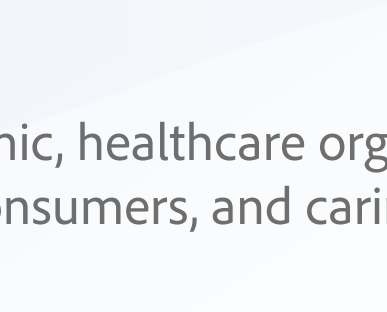
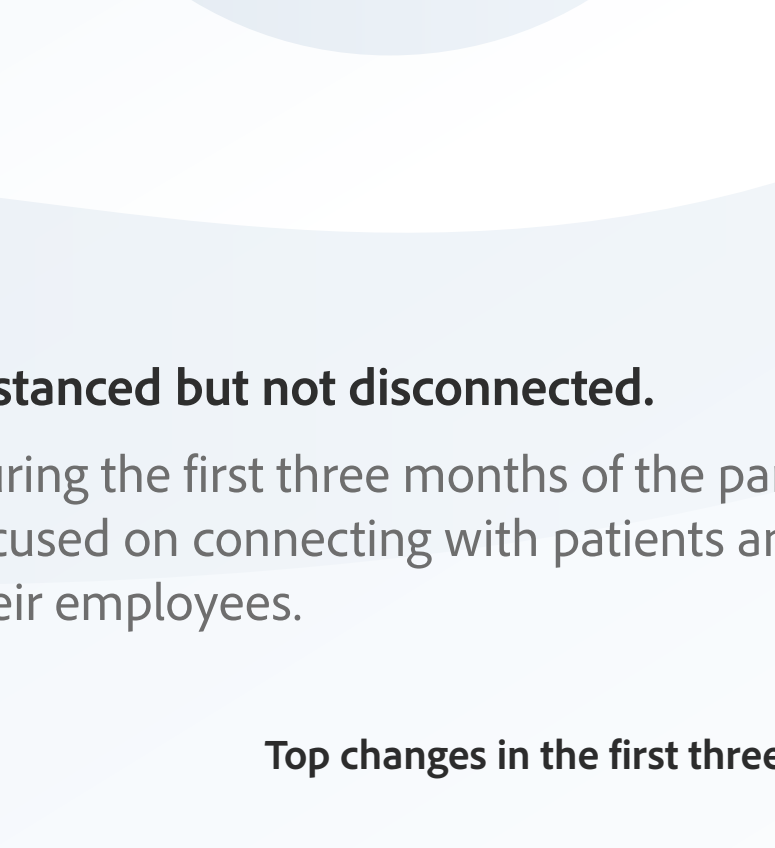
How the pandemic became a prescription for transformation. What changed, what's working, and what's next for healthcare.



Pivoting in the midst of a pandemic posed tremendous challenges. But it also gave the world a glimpse into the power of digital—with all its agility, creativity, and possibility. In November 2020, we surveyed 67 healthcare organizations and 3,093 consumers across the globe to understand how things changed during the pandemic, and what those changes mean going forward.

Preparedness paved the way for change.

Organizations that were prepared for change were more successful—delivering digital experiences that created personal connections and met customers' most urgent needs.



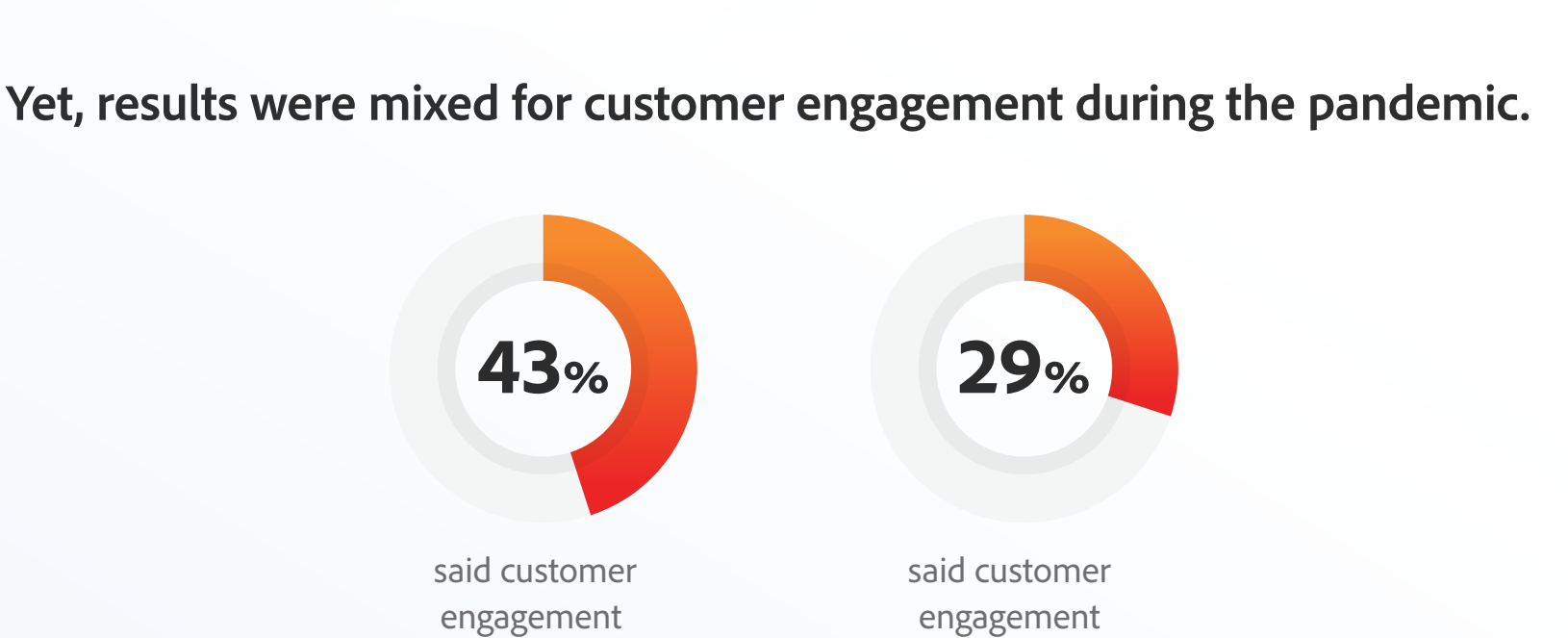
of organizations were extremely prepared for pandemic changes

Distanced but not disconnected.

During the first three months of the pandemic, healthcare organizations focused on connecting with patients and consumers, and caring for their employees.

Top changes in the first three months:

Consumer behavior changed too, especially with website visits:



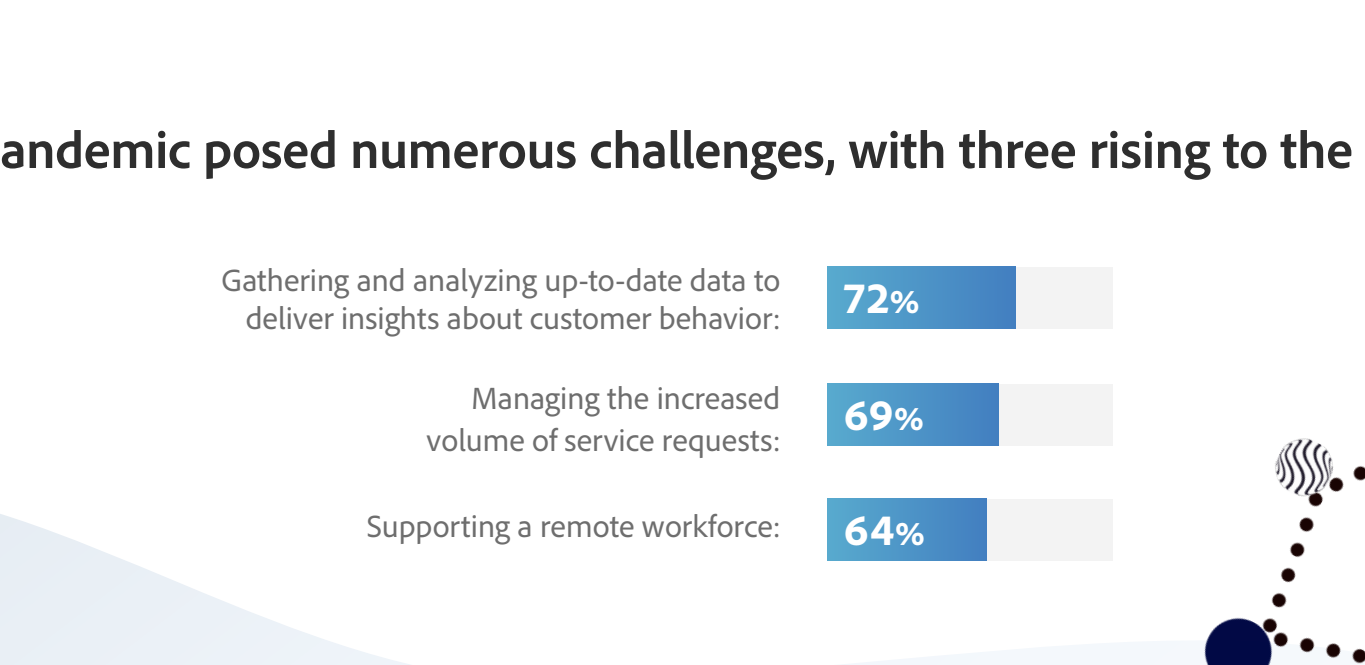
Yet, results were mixed for customer engagement during the pandemic.



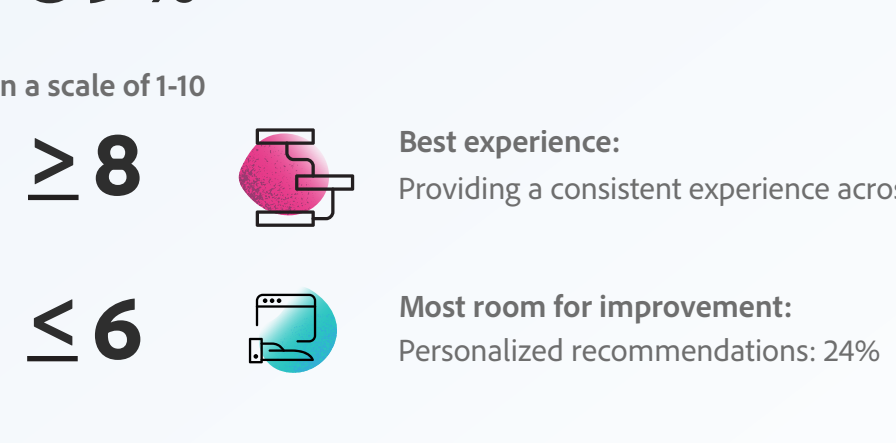
Finding success in the struggle.

Healthcare organizations have typically lagged behind in their digital experiences, but they rose to the occasion when people needed them most. During the pandemic, years of digital transformation happened in just months. And while undeniably difficult, the change was necessary. And in many cases, for the good.

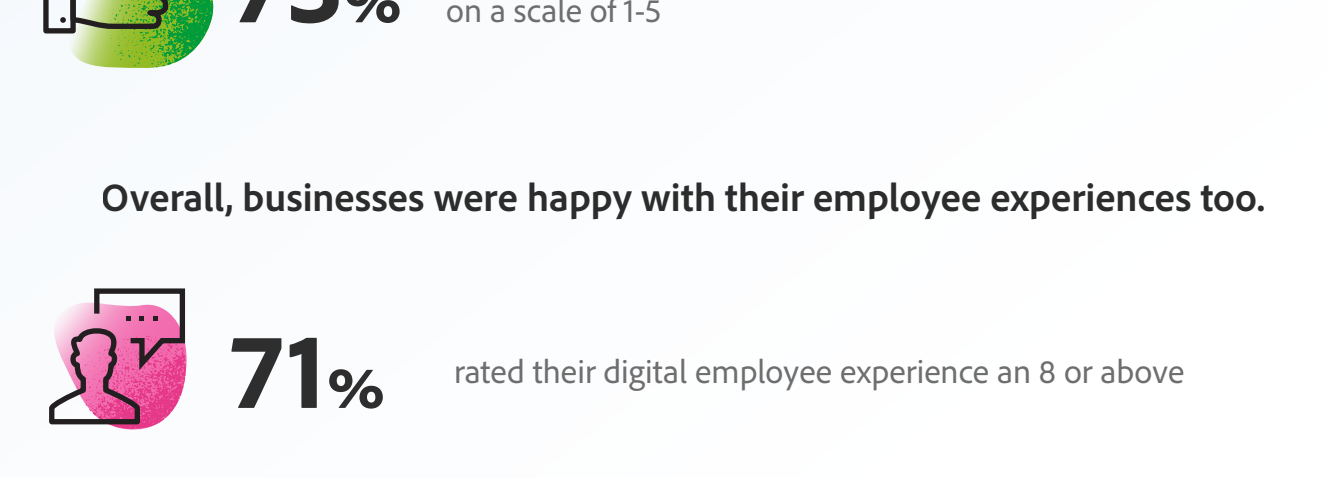
All organizations suffered disruption, but just a small percentage said they were in survival mode. More than 90 percent were able to adapt, and close to half even saw growth.



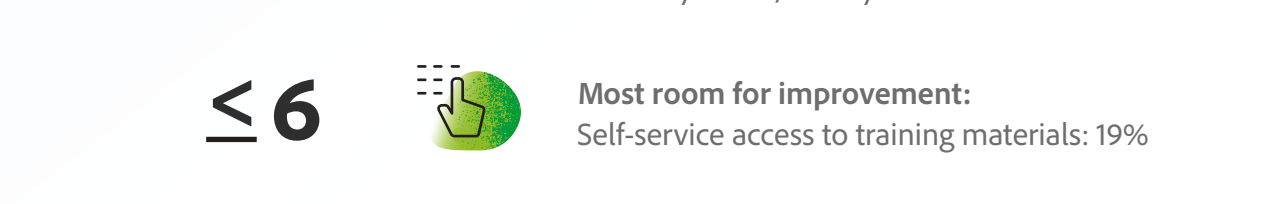
The pandemic posed numerous challenges, with three rising to the top:



But organizations were able to overcome them.



Consumers were also happy with their digital experiences.

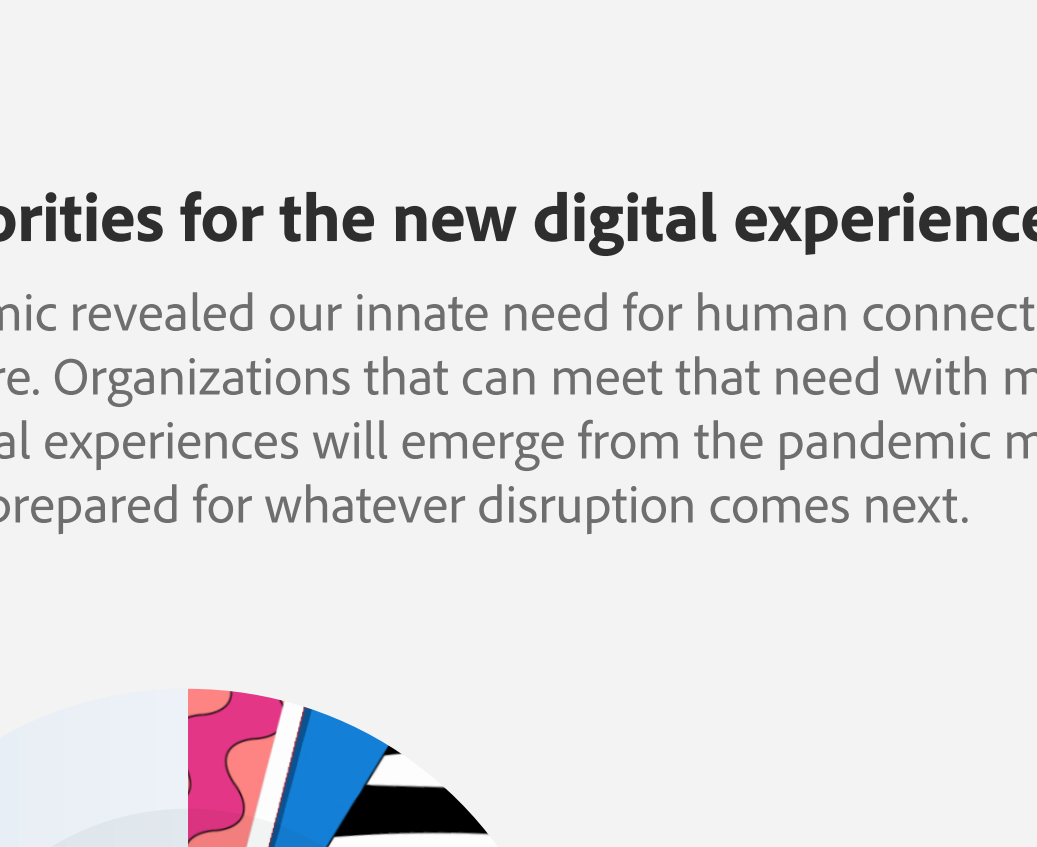


Overall, businesses were happy with their employee experiences too.



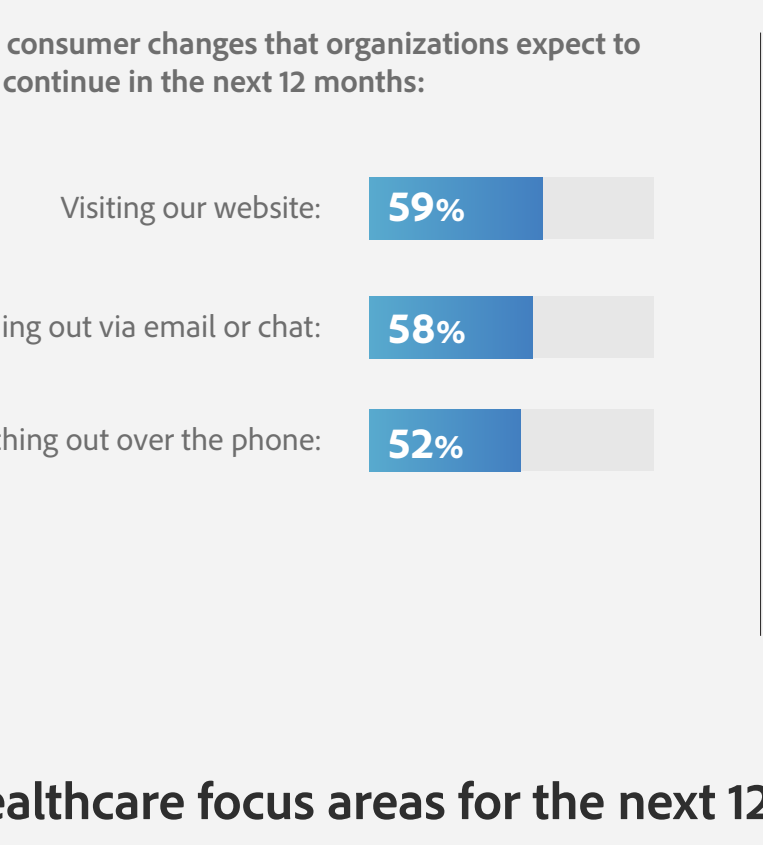
And they're optimistic about what lies ahead.

Percentage of healthcare organizations that strongly agree or agree with the following statements:



New priorities for the new digital experience.

The pandemic revealed our innate need for human connection—especially in healthcare. Organizations that can meet that need with more empathetic and personal experiences will emerge from the pandemic more resilient and better prepared for whatever disruption comes next.

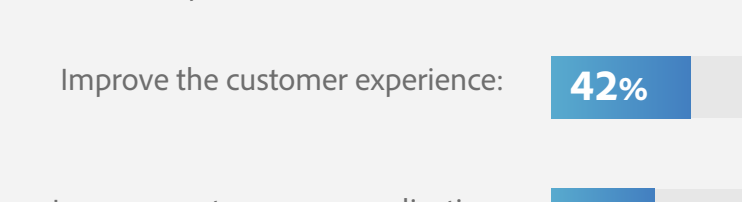


of all consumers surveyed were interested or very interested in trying emerging technology, such as AR/VR, AI-enabled devices, and more

Change will be a constant—for both consumers and healthcare organizations.

Top consumer changes that organizations expect to see continue in the next 12 months:

Top organization changes in the next six months:

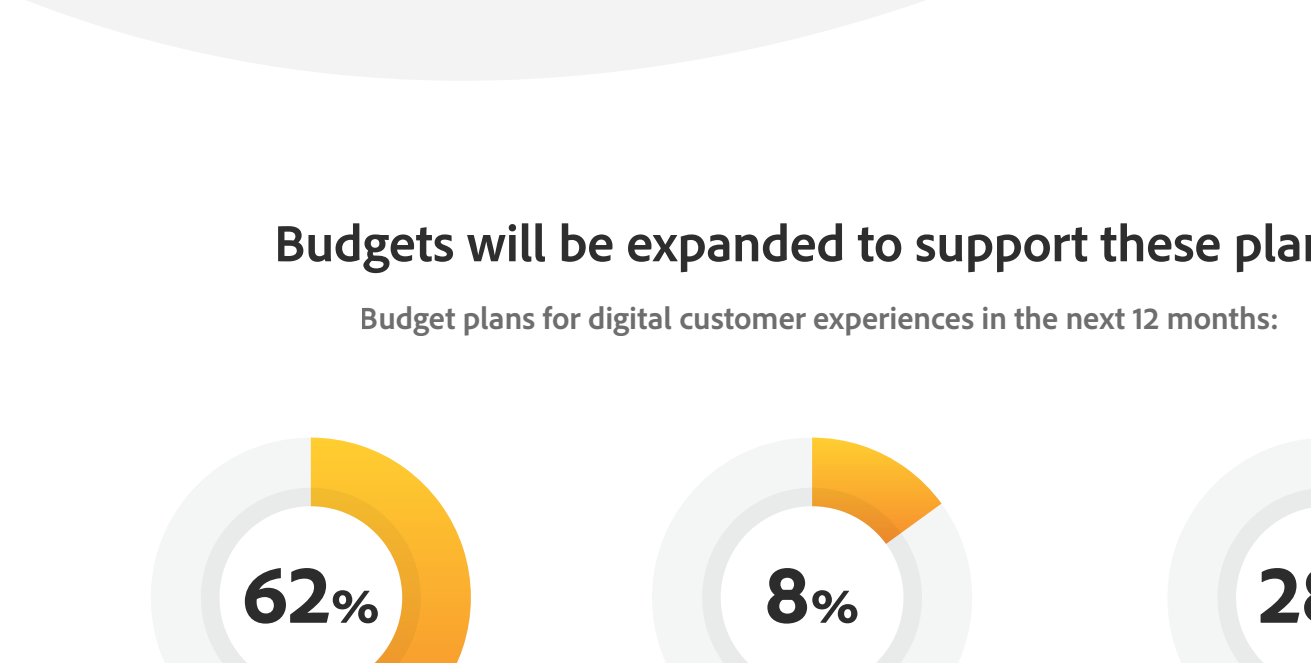


Healthcare focus areas for the next 12 months:

Top critical priorities:

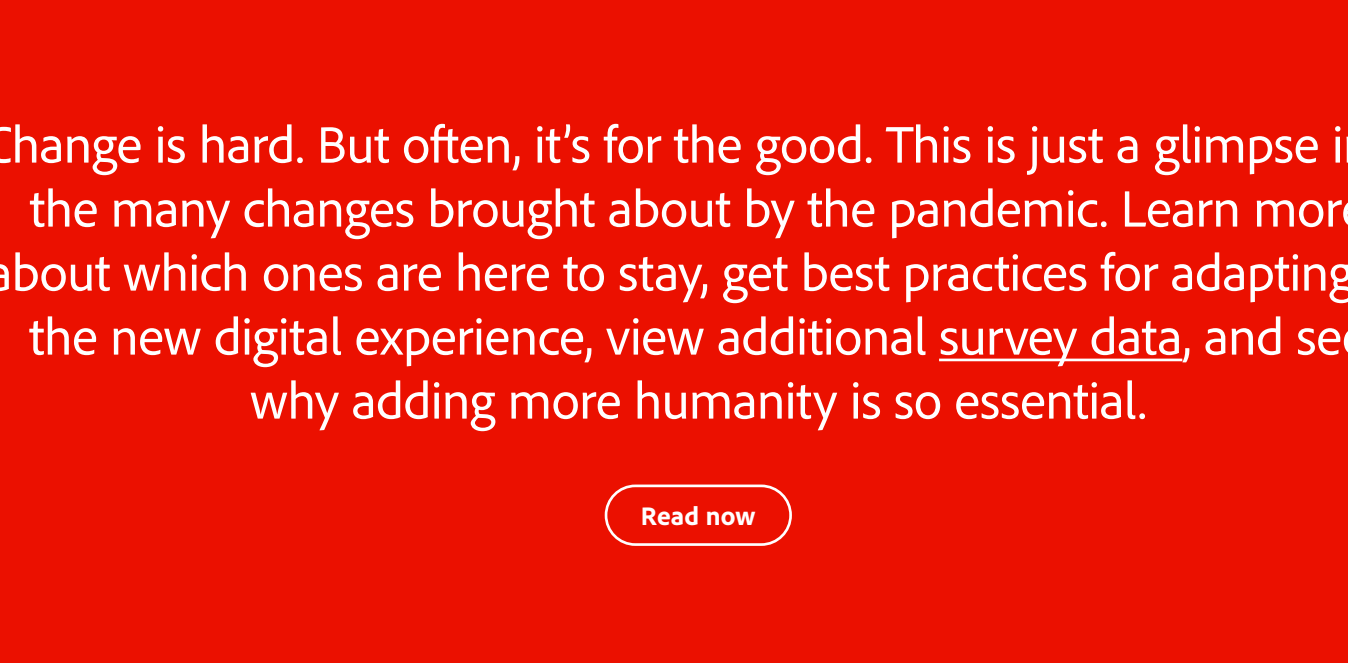


Top implementation or expansion areas:



Budgets will be expanded to support these plans.

Budget plans for digital customer experiences in the next 12 months:



Change is hard. But often, it's for the good. This is just a glimpse into the many changes brought about by the pandemic. Learn more about which ones are here to stay, get best practices for adapting to the new digital experience, view additional [survey data](#), and see why adding more humanity is so essential.

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