

# HIT Consultant, US: Cognizant's Global Health Compliance Services Leader, Consulting, Outlines Three Digital Trends Transforming Medical Supply Chain Companies

[Cognizant Digital Business](#)



“By taking charge of digital, medical suppliers can create better, simpler experiences for patients and build stronger relationships with them while also improving internal processes and results, from greater employee satisfaction to faster revenue recognition,” writes **Vanessa Pawlak**. “Those should provide the strength necessary to compete successfully as healthcare becomes more digitized and consumer-focused.” Excerpts:

“Many businesses today worry about being ‘Ubered’ or ‘Amazoned’ – that is, seeing their markets invaded by digital native upstarts that overturn traditional business models and value propositions. The healthcare industry’s complex supply chains and regulatory burdens seem to create a high wall that will discourage such disruption. Yet the reality is artificial intelligence (AI), machine learning, data analytics and intelligent automation, broadly known as digital technologies, are already disrupting healthcare by powering three key developments: consumerism; data management; and analytics.

## 1. Consumerism

Medical supply companies traditionally have focused their efforts on successful order fulfillment. That’s changing. Industry leaders realize their customers now expect a great experience, not just a shipment.

## 2. Data Management

Successful data management is a critical enabler for responding to the consumer-centric shift that is driving the industry. Data can reveal insights needed to deliver better customer service and spark innovation.

## 3. Analytics

Analytics can reveal important patterns in and across large data sets such as order data, provider response data, and claims data. Analyzing this data can help reveal trends, such as a steady increase in payer claim rejections not only related to a specific payer or provider, as well as the ability to drill down to specific data elements that are missing or incorrectly documented, resulting in denials.

The above are just a few ways in which medical suppliers can deploy digital to become more efficient while also developing better customer experiences. Cloud-based infrastructure services can enable companies to quickly and affordably simplify and modernize infrastructure so they can take advantage of next generation digital capabilities.”

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