# APAC CIO Outlook: Cognizant's Senior Vice President and Global Delivery Head, Healthcare, Discusses the Road to Digital Transformation for Healthcare

"Healthcare organizations must face new and necessary business and technology change to meaningfully capitalize on the promise of the digital era," writes **Vinayambika Kidiyur**. "From unlocking the value of data analytics and placing a greater reliance on bots, to addressing security concerns and connecting a fragmented industry, there is hard work ahead for healthcare organizations." Excerpts:

"The healthcare industry has been going through a major transformation in the last couple of years. We have seen healthcare providers across the world increasingly adopting new and innovative technologies.

To reshape and transform the industry, all stakeholders in the value chain — patients, providers, payers, and even pharmaceuticals and medical equipment providers — have a vested interest in hastening the digital business change.

While there is no single playbook for being digital, there is a growing set of lessons learned and best practices that organizations can leverage to navigate the digital shift. It is crucial to define a roadmap based on an enterprise-wide strategy and prioritized investments, but that is not all it takes — 'being digital' also requires a deep understanding of how digital initiatives will affect business operations.

The work ahead requires a strong vision balanced with practical execution and above all, the ability to predict what the future will bring and prepare for it. The need for good health has one remedy, and its name is 'digital'.

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