

# HOW DIGITAL TRANSFORMATION IS AFFECTING REAL PEOPLE

## In Healthcare:

According to a recent study by the CDC<sup>1</sup>, 75% of healthcare providers report that electronic health records have allowed them to deliver better patient care. But the digital transformation in healthcare hasn't just improved care, it's made it more convenient.

Before the digital age, patients would have to schedule their entire day around a doctor's visit for a routine check-up or follow-up visit. Telemedicine now allows patients and doctors to connect quickly and easily via a conference call. Patients can also take a bigger role in their own healthcare by using wearable technology that monitors heartbeat, temperature, blood pressure and other vitals, tracking and reporting the data in real time. In conjunction with electronic health records, much of this data can be stored in the Cloud for future reference by themselves or their healthcare providers.



## In Banking:

Nearly everyone with a smart phone has some form of mobile banking. The ability to simply snap a photo of a check you wish to deposit or transfer funds without ever stepping into a branch or visiting an ATM has been an incredible time saver for banking customers worldwide.

Fraud alerts delivered via text message now notify customers of suspicious activity on their accounts within seconds, meaning less customers are being surprised that they purchased airline tickets to Fiji when they check their bank statements. Customers now have instant access to nearly every transaction they have ever made within seconds, allowing them to more easily manage their money.



## In Retail:

In an omnichannel world, the customer experience is everything. Customers have many more choices than ever before, and businesses that have embraced the age of digital transformation are allowing customers to shop in a more modern fashion. Companies like Target and Best Buy allow their customers to shop online and ship their items directly to their local store, giving customers the ease of online shopping without the worry of their packages disappearing from their front porch.

Within the confines of the traditional brick and mortar retail space, customers can now scan coupons right from their mobile devices that will add up in real savings. Many brick and mortar stores are now competing directly with online retailers by price-matching their competitors' online prices in an effort to keep their customers coming back to the store.



1. [https://www.cdc.gov/nchs/ppt/nchs2012/ss-03\\_jamoom.pdf](https://www.cdc.gov/nchs/ppt/nchs2012/ss-03_jamoom.pdf)

