



The Shape of IT

Key IT trends impacting Healthcare

Nino Giguashvili, MD, MPH, MPA
Lead Analyst, IDC Health Insights
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IDC: Getting Data to Reveal IT's Secrets

Central and Eastern Europe

Albania
Azerbaijan
Belarus
Bosnia & Herz.
Bulgaria
Croatia
Cyprus
Czech Republic
Estonia
FYROM
Georgia
Greece
Hungary
Kazakhstan
Kyrgyzstan
Latvia
Lithuania
Malta
Moldova
Montenegro
Poland
Romania
Russia
Serbia
Slovakia
Slovenia
Tajikistan
Turkmenistan
Ukraine
Uzbekistan
Rest of CEE



Middle East/Africa

Turkey
UAE
Saudi Arabia
Kuwait
Qatar
Oman
Bahrain
Lebanon
Syria
Iran
Jordan
Israel
Rest of ME
Egypt
Morocco
Algeria
Tunisia
Libya
Ghana
Kenya
Uganda
Nigeria
Namibia
Ivory Coast
Ethiopia
Tanzania
Botswana
South Africa
Rest of Africa

- 260+ staff
- Offices in more than 21 Countries
- Research coverage of nearly 70 countries

Knowing the users across verticals



- Industry-focused units within IDC.
- More than 80 analysts worldwide.
- Dedicated Insights team in CEE and MEA.
- Industry experience and local knowledge.
- Understanding of IT priorities and how IT is deployed by users.
- Leveraging more than 45 years of IDC research methods and processes.

Third platform → new world

- Billions of users
- Millions of apps (~95% for phones)

- Hundreds of millions of users
- Tens of thousands of apps



- Millions of users
- Thousands of apps

Third platform technologies



→ Mobile Devices and Apps



→ Cloud Services

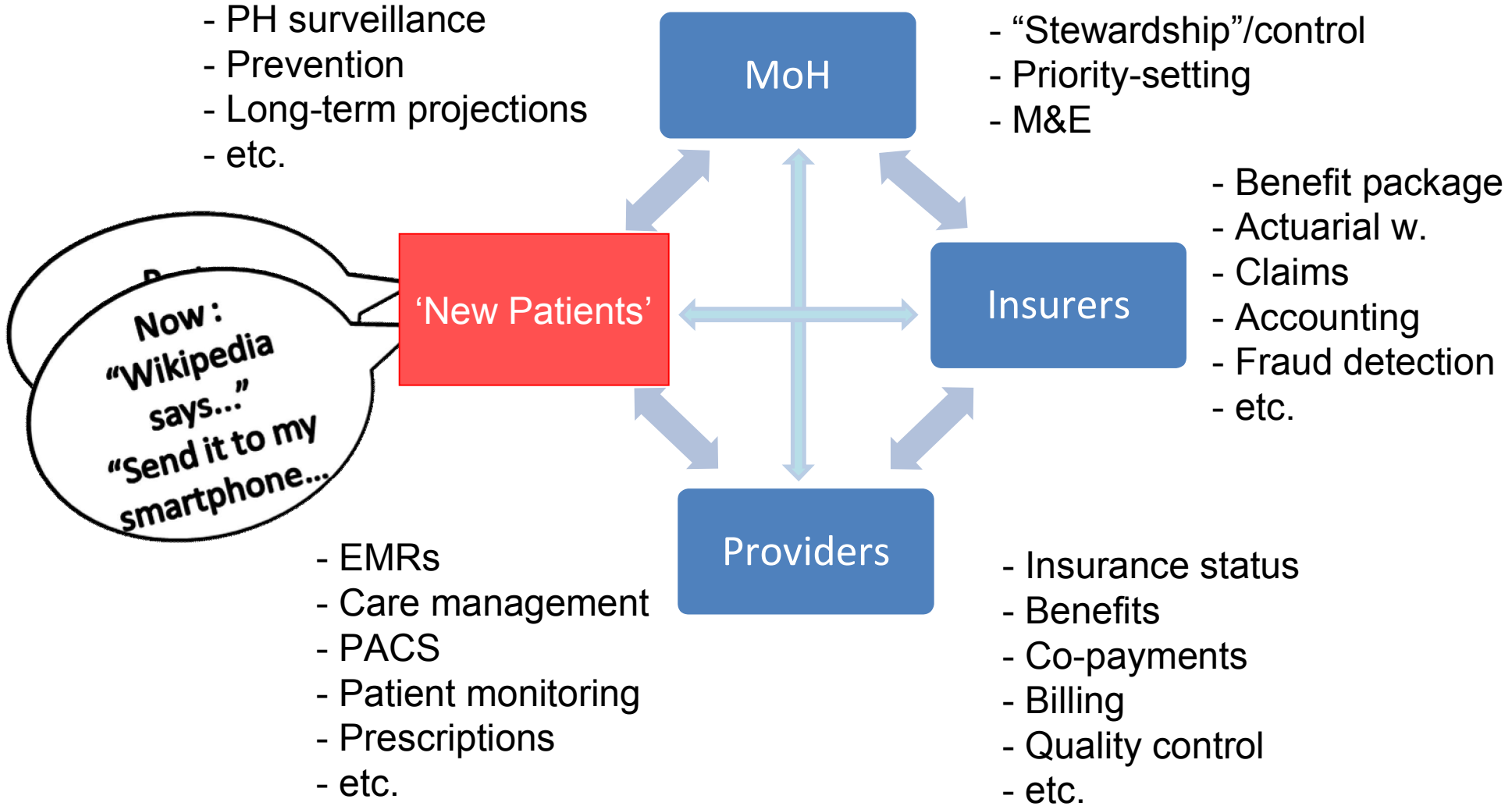


→ Big Data Analytics



→ Next Generation Solutions
– to better serve citizens

IT and Healthcare



New generation of patients



Next generation solutions: diagnosis

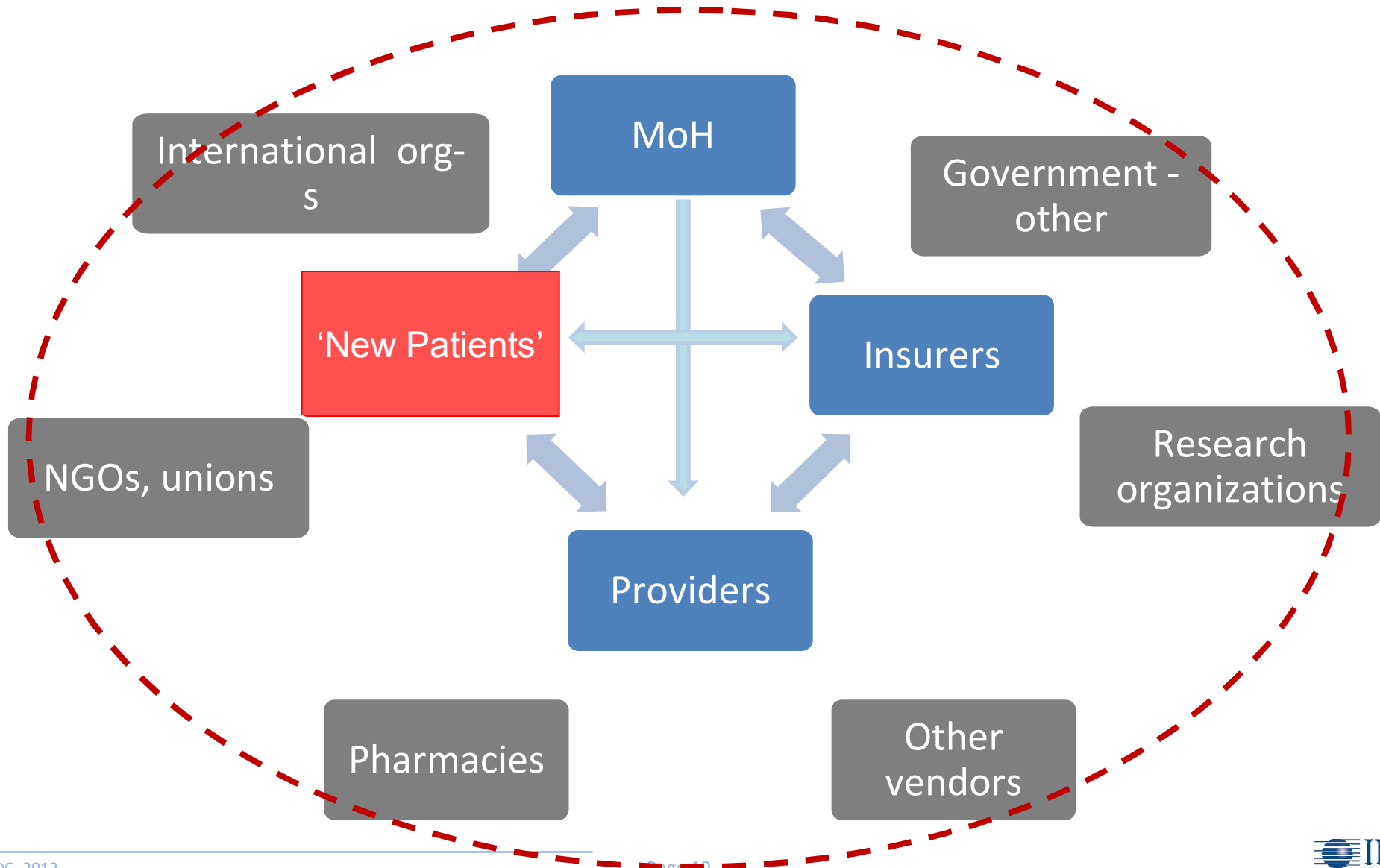


Next generation solutions: decision making

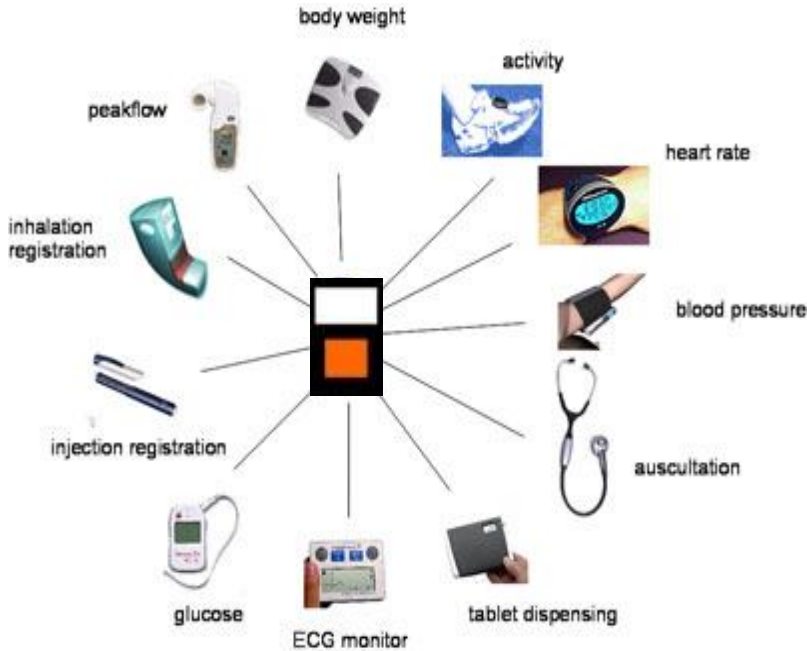
Prognosis (P of outcome)	Treatment Option A			
	IF 1	IF 2	IF 3	...
Complications (during, after)				
Readmissions				
5 year survival				
QoL				
...				



IT and Healthcare




Next generation solutions?



Next generation solutions: the need for “Intelligent” policies

Q: How would this contribute to the overall health of the people?

- Need?
- Resources (people, money?)
- Costs vs. benefits?
- Sustainable?
- Alternative investments?



Improving health and wellbeing of the whole population

THANK YOU!



For more information:

Nino Giguashvili

Lead Analyst, IDC Health Insights

ngiguashvili@idc.com

+420 221 423 113

Mark Yates

Lead Analyst, IDC Government Insights

myates@idc.com

+420 221 423 208