

# Healthcare

## Trends and insights

1



### Growing shortage of nurses

# 500K

Number of nurses expected to leave the profession in 2022.<sup>1</sup>

[AT&T Virtual Care Solutions](#)

2



### Digital is paying off



Percentage of CEOs who say their digital transformation has already increased revenue.<sup>2</sup>

[AT&T Digital Transformation](#)

3



### Cyber data breaches



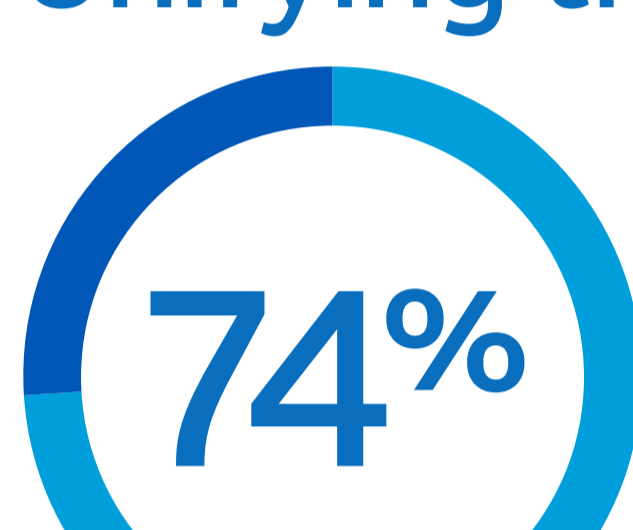
Portion of healthcare breaches from hacking and IT incidents attributed to understaffed healthcare IT departments and legacy tech not configured properly for new medical technology.<sup>3</sup>

[AT&T Cybersecurity](#)

4



### Unifying the cloud



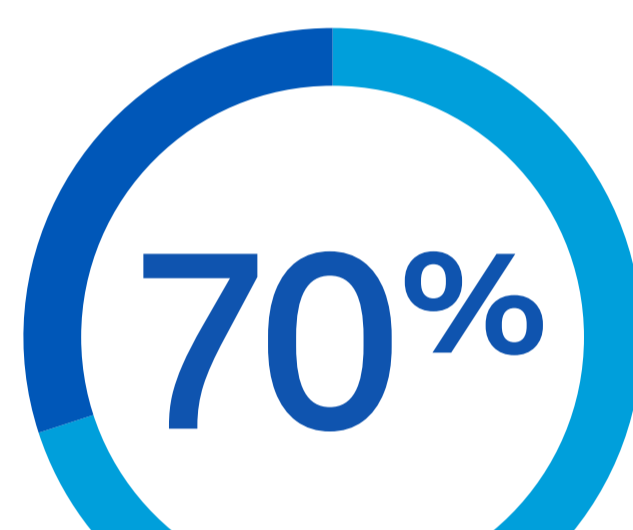
Portion of companies that will choose a security service edge solution, namely a single pane of glass that secures access to cloud services, the Internet, and private applications.<sup>4</sup>

[AT&T Cloud Solutions](#)

5



### The rise of digital services



Percentage of clinicians who believe digitally enabled, patient-centered tools would be valuable for ongoing disease management.<sup>5</sup>

[AT&T Internet of Things](#)



## Sub-vertical insights



### Pharma/Life Sciences

Walmart, CVS, Walgreens, and other national retail chains are getting into the business of patient care and community health. In response, the healthcare industry is becoming [increasingly verticalized](#): organizations at different levels of the supply chain are creating alliances to enhance delivery.

[The Top 11 Pharma Trends to Watch throughout 2023 - IQVIA](#)



### Providers

Top ways providers are using Big Data:

1. Predicting appropriate levels of staffing
2. Near real-time alerting
3. Informing strategic planning
4. Preventing human error

[The Impact of Digital Transformation in Healthcare: Trend & Examples \(keyreply.com\)](#)



### Medical Devices

# \$34 Billion

The global market for wearable devices is expected to reach \$34 billion by 2023.

[Digital Transformation in Healthcare in 2023: 10 Key Trends You Need to Know | Medium](#)



### Payers

Center for Medicare and Medicaid Services' Transparency in Coverage [final rule](#) took effect July 1, requiring payers nationwide to publish the cost of nearly every healthcare service they've negotiated with providers.

In 2023, payers must provide an internet-based price comparison tool that allows members to receive an estimate of their cost-sharing responsibility for a specific item or service from a specific provider or providers for 500 items and services, and for all services by 2024.

[Payers must post negotiated prices starting today: 8 things to know \(beckerspayer.com\)](#)

### Trends Sources

<sup>1</sup> [Healthcare Workforce Shortages \(nahq.org\)](#)

<sup>2</sup> [Top Digital Transformation Trends to Watch Out for in 2023 | LinkedIn](#)

<sup>3</sup> [Gartner 8 Cybersecurity Predictions 2023-2026: Overview \(spinbackup.com\)](#)

<sup>4</sup> [Healthcare cybersecurity trends: Organizations not quite ready to deal with threats - Help Net Security](#)

<sup>5</sup> [PDF-FOH Report-2022-08.pdf \(himss.org\)](#)