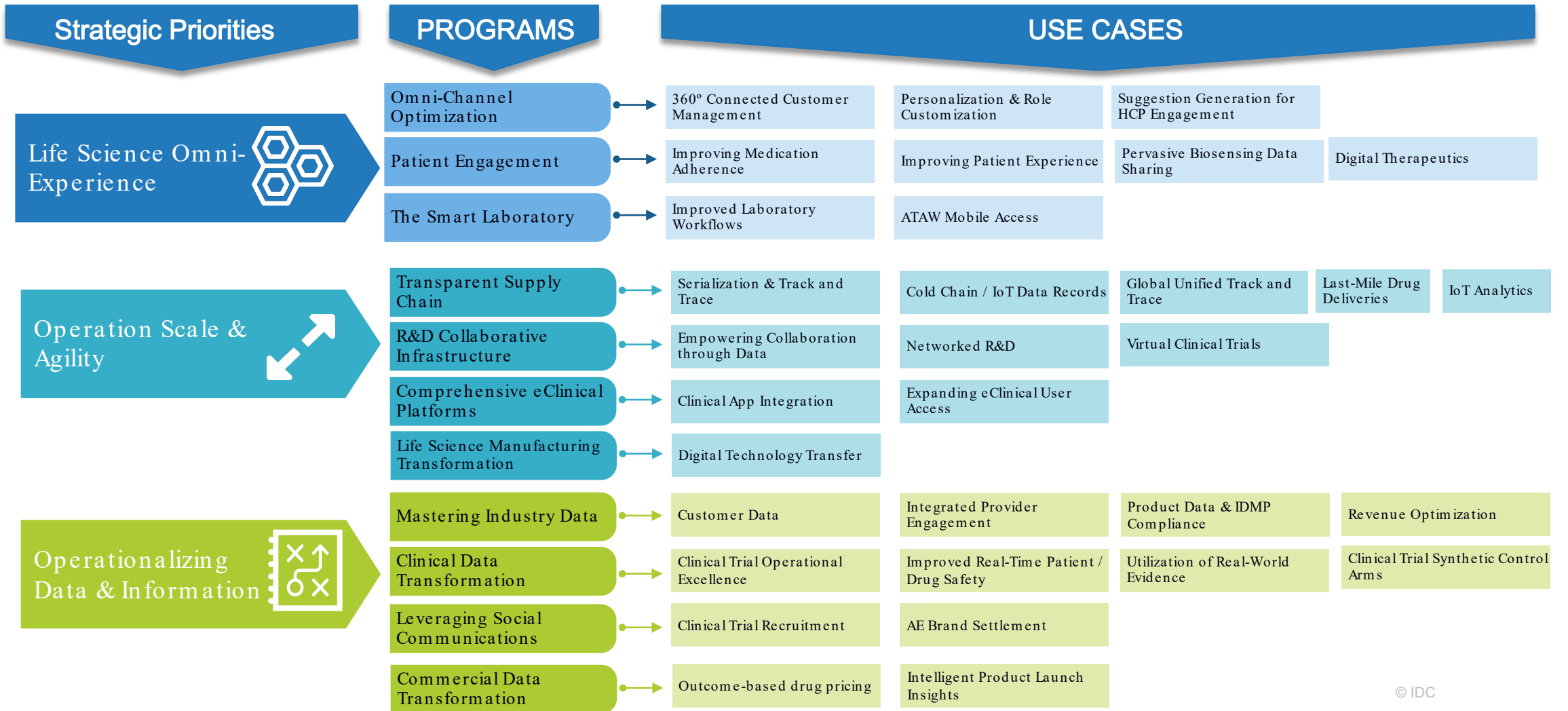


# IDC Health Insights: Knowledge-Based Medicine



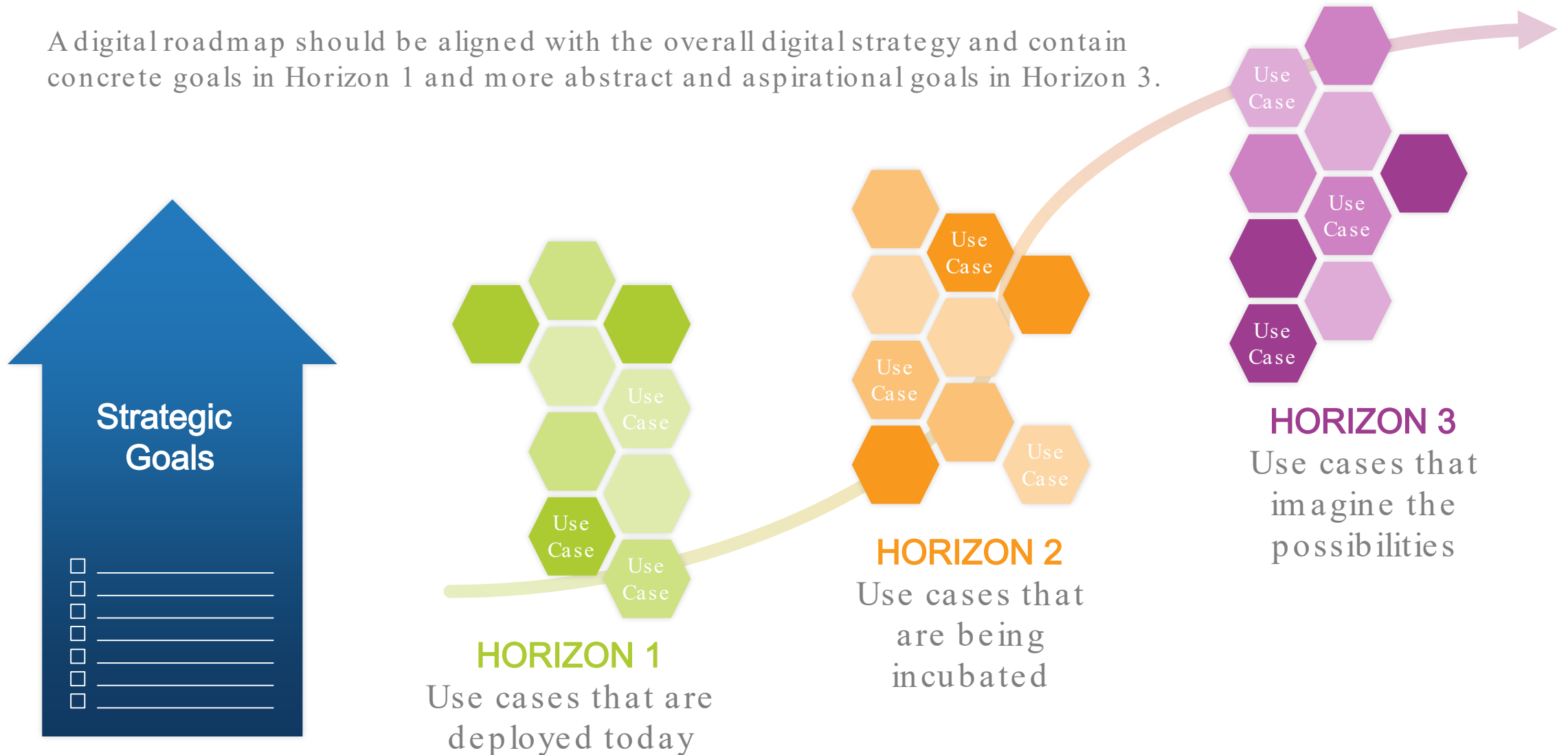
# Building Your Industry -Specific Digital Roadmap

Identify your baseline state and define what it will take to evolve your organization to the future digital state

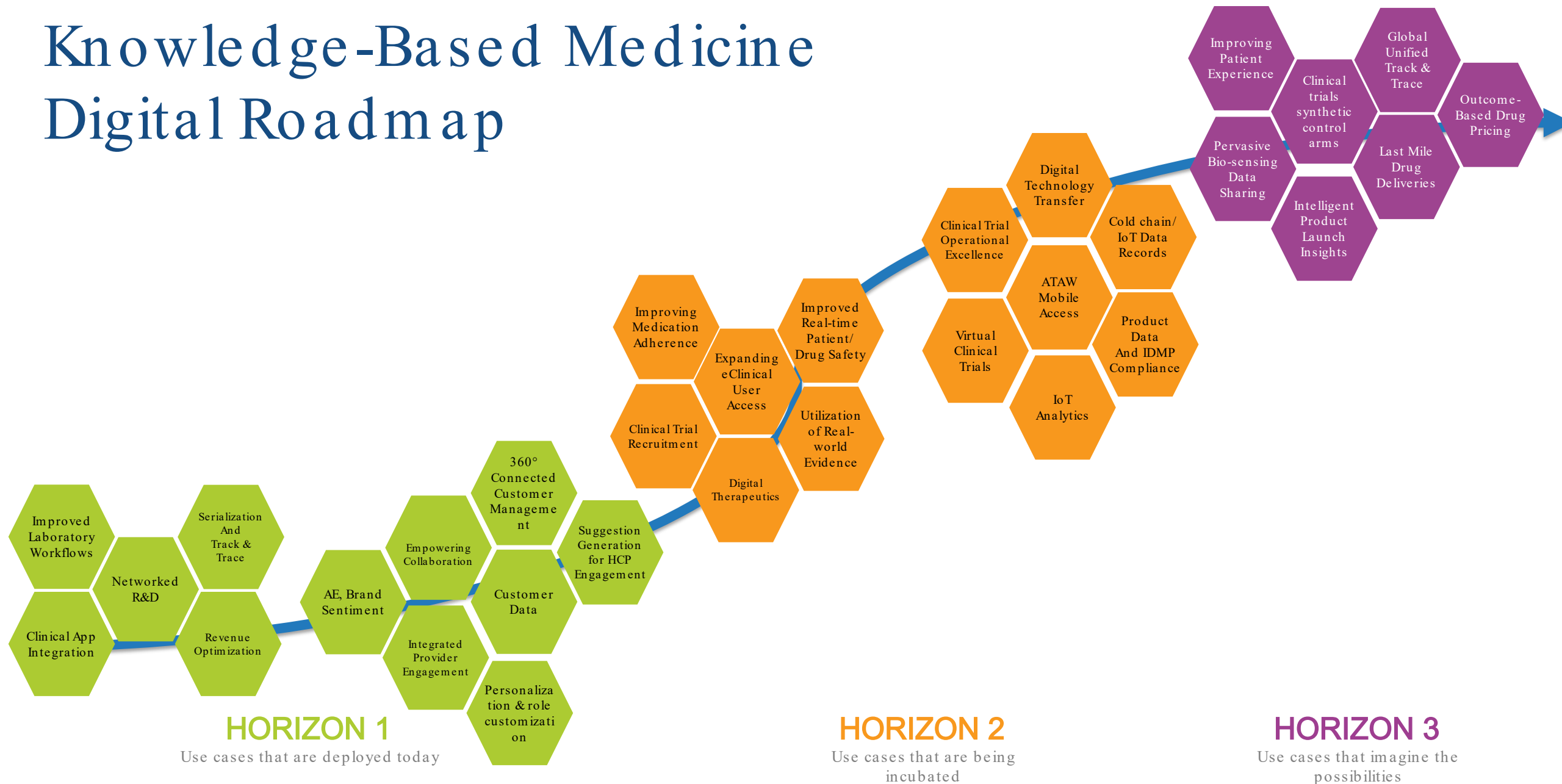
Factor in customer journey maps, capabilities and portfolio gaps as you establish your programs and use case

# Break Digital Roadmaps into Horizons

A digital roadmap should be aligned with the overall digital strategy and contain concrete goals in Horizon 1 and more abstract and aspirational goals in Horizon 3.



# Knowledge-Based Medicine Digital Roadmap



# Digitally Transforming the Enterprise Industry by Industry



## IDC Energy Insights

- Agile Energy
- Agile Mining
- Energy-as-a-Service

## IDC Financial Insights

- Capital Markets
- Connected Banking
- Contextual and Value Centric Insurance

## IDC Government Insights

- Effective National Government
- Smart Cities and Communities
- Transformative Academia

## IDC Health Insights

- Knowledge-Based Medicine
- Value-Based Health

## IDC Manufacturing Insights

- Collaborative Innovation (AOVC)
- Engaging Consumer Experience at Scale (BOVC)
- Creating Experience Ecosystems (EOVC)
- Technology-as-a-Service (TOVC)
- Transportation and Logistics

## IDC Retail Insights

- Experiential Hospitality, Dining & Travel
- Experiential Retail
- Media & Entertainment

## IDC Telecommunications Insights

- Communications Service-Enabled Connected Communities