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**ASSIGNMENT 1.1**

**DIGITAL “SWOT” OF INDUSTRY**

**In recent times, intelligent products and services are exposing many industries to adopting digital transformation. The current digital revolution is disrupting industrial business models to enable companies to engage with customer demands, add competitive advantage and maximise profits. This assignment is based on the healthcare industry and their digital SWOT analysis. The author will answer the questions regarding to the strengths, weaknesses, opportunities and threats that affect the healthcare industry in this digital era accordingly.**

**Strengths**

**Innovation as the ability to create new ideas is currently reimagining existing healthcare delivery process by allowing and creating a platform in which digital technologies play a vital role of ensuring customers’ participation in the healthcare delivering process. However, healthcare companies are transforming their business strategies in order to improve healthcare delivery access, create a better value chain to increase market profits and gain competitive advantage of doing business. Currently the demands for healthcare services are on the rise and; preventing diseases and using healthcare resources are ultimately influenced by customers’ behaviour. However, engaging customers in order to manage their demands are the prime business strategy to ensure a better decision making in order to prevent or control diseases and also ensure that healthcare resources are utilised intelligently like reducing healthcare delivery cost** (Palanisamy & Thirunavukarasu, 2017)**. Additionally, managing customers demand might result in data collection and; they need to be secure correctly in order to be quickly analyse and digitally push to the relevant parties via Big Data and predictive analytics** (Palanisamy & Thirunavukarasu, 2017)**.**

**Weaknesses**

**Today’s industrial data innovations on healthcare have pose many weaknesses whereby data need to be accessed and collected. Adapting to the data innovation is normally difficult since data need to be freed, in the sense that, data normally remains in the silos that usually affects customers (patients) and the medical research; and building a secure environment to ensure that customers effectively share information freely without hesitating always remains a bigger concern. Furthermore, data security is another weakness that the healthcare industry is currently facing, as many healthcare data from customers are been targeted by digital intruders and remains disturbing development given sensitivity information to third parties** (ABOUELMEHDI, et al., 2017)**. Protecting healthcare customer data is the ultimate goal of any healthcare company in order to guarantee end users better data privacy. Again, sharing data by customers allow healthcare companies to provide proper healthcare delivery monitoring but the fact remains that it is not every healthcare company that has the appropriate technological infrastructure to harness data from its customer.**

**Opportunities**

The advancement of technologies are transforming the healthcare industry in an effective manner of delivery quality healthcare to their customers. Digital technologies such as internet of things, artificial intelligence, virtual and augmented realities etc. are adding new opportunities to healthcare industry by helping people keep track of their daily routines. These digital technologies are been used to work alongside with customers to improve create a better interaction, also creating platform to integrate core business functionalities with third parties to create value chain of transforming the healthcare companies and new market (Taylor, 2015). Furthermore, digital technologies are bridging the digital gap to ensure a unique customer behaviour. This shift is transforming traditional customised relationship into what customer needs by creating new products and services and also facilitated in shifting healthcare delivery to a value-based of improving delivery access and cost. Again, the digital technologies have transform business models of traditional business process centric, company controlled, high latency, multichannel and cost focused to a digital business model of customer centric, customer controlled, low latency to real time, omni-channel and outcome focused.

**Threats**

The current re-invention or re-imagination of existing products and services have mounted a lot of pressure on some of the healthcare companies to compete with others. This is as a result of investing on high rate of advanced technologies and digital business strategists to transform their company. The disruption of digital technologies does not only bring in new innovations or inventions but rather change in doing businesses. The current automation and robotics; and connected medical devices are resulting in more accurate work done and diagnoses respectively which are in tend leading to job losses and at the same reducing labour cost for the companies. Furthermore, cybersecurity is a disrupt threat of digital technology to businesses since vulnerable data and business functions such as procurement, human resources etc. between cloud, hybrid and other environments are exposed to unauthorised experts (Kasurinen, 2017). As digital technologies are disrupting businesses in healthcare industry in both positive and negative ways, many digital business strategists will have to be employed in order to effectively and efficiently utilise the appropriate digital technologies for their businesses.

**Conclusion**

The author addresses the digital strengths, weaknesses, opportunities and threats of the healthcare industry. Whereby the strengths talk about the engaging with customers to meet their demands and utilising their data in secure manner; the weaknesses address the data security of customers and how most healthcare companies does not have the appropriate infrastructural to deal with data monitoring and protecting data from digital intruders; opportunities talks about how digital technologies are transforming traditional business models to bring about customer centric, customer controlled, low latency to real time, omni channel and outcome focused; and threats talks about cybersecurity that are disrupting businesses by stealing customers data and how robotics and automation are replacing human.

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