

Digital Solutions: Strategy Development

Healthcare



Challenges in the hospital landscape

The trend towards “outpatient before inpatient” continues to advance. Here, hospitals are increasingly faced with the question of how they should strategically align themselves with regard to the shift from inpatient to outpatient care in order to be able to survive successfully in the long term despite lower revenues - also against the backdrop of demographic change and the increase in chronically ill patients.

Last but not least, patients’ need for holistic care along the patient pathway (integrated care). Here, it is important to

coordinate interdisciplinary areas between service providers from different sectors and to optimise cooperation.

Exploiting the potential of digitization

With the increasing possibilities of digitalization (especially in the areas of software, hardware, platforms, interfaces), great potential is being released – in the entire healthcare system and especially for hospitals.

KPMG has identified five trends in the area of digitalization in the Swiss hospital sector that can help to reduce the effort and thus the costs for hospitals.

01

Cloud/Analytics

Hospitals generate large amounts of data every day, which are stored but have hardly been used so far. In the future, precise evaluations can be used, for example, to make predictions about emergency room occupancy and thus optimize internal personnel and infrastructure planning.

02

Mobile

Today's smartphones can already be used to monitor patients' vital signs and send reminders to take medication.

03

Platform Business Model

For optimal networking between the hospital and referring physicians or the downstream care facilities, the establishment of a health care platform is an option on which the various service providers could ensure joint data use.

04

Internet of Things

An interesting application is the location-independent monitoring of patients in order to trigger a quick and immediate alarm in case of an emergency.

05

Digital Lab

There is also great potential in the area of simplifying administrative activities and reducing the workload of staff. For example, patients and referrers can be offered the option of making appointments/referrals electronically, thus reducing the hospital's workload.

In order to make effective use of these different potentials for the hospital, the possible starting points must be systematically integrated into the hospital's strategy work.

Exploiting the potential of digitization

With KPMG's tried and tested guide to digitalization, you can achieve success in four simple steps.



Why KPMG?



Proven industry expertise

We have been dealing with developments in the healthcare sector for years, both in Switzerland and internationally. We understand your needs, the requirements of your business and your position in the market. This enables us to tailor our services to you.



The right approach

With an integrative and fact-based approach we ensure the elaboration of the most suitable solution(s) as well as the selection and sustainable implementation of those within an appropriate time frame.



International Best Practices

Due to our global KPMG network with a designated healthcare competence center, we have knowledge of international "best practices" in the healthcare sector. This enables us to develop future-oriented solutions together with you.



The right team

KPMG is able to provide each project with the most appropriate resources. We have the largest team of consultants specializing in the healthcare market in comparison - our consultants are experienced professionals who know the industry and your challenges inside out.



Our customer portfolio

Our clients include service providers of various sizes such as university, cantonal and regional hospitals as well as private clinics. We advise clients in the fields of acute care, psychiatry, rehabilitation and old age. In addition, our clients include regulators such as health directorates and municipal health authorities.

Contacts

KPMG AG

Badenerstrasse 172
P.O. Box
CH-8036 Zurich

kpmg.ch

Marc-André Giger

Director
Government & Healthcare

+41 58 249 21 11
marcandregiger@kpmg.com

Christoph Marschner

Director
Digital Transformation

+41 58 249 30 05
cmarschner@kpmg.com

Dr. Walter Gratzer

Director
Government & Healthcare

+41 58 249 62 89
wgratzer@kpmg.com

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received, or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation. The scope of any potential collaboration with audit clients is defined by regulatory requirements governing auditor independence. If you would like to know more about how KPMG AG processes personal data, please read our Privacy Policy, which you can find on our homepage at www.kpmg.ch.

© 2022 KPMG AG, a Swiss corporation, is a subsidiary of KPMG Holding AG, which is a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved.