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Corporate Culture Eats Digital Health Strategy for Breakfast

David Matusiewicz and Silke Kopp

*“If you are not embarrassed by the first type of your product, you’ve launched too late.”
(Reid Hoffman, Founder LinkedIn)*

Introduction

As modern medicine becomes increasingly personalized and data-driven, traditional healthcare is being transformed into a dynamic, fast and highly connected global ecosystem. New players, such as medical entrepreneurs and technology giants, like e.g. Google, Apple, Amazon, are continuing to challenge the current healthcare market by providing innovative digital services and products. Digital health offers both—a wide range of new capabilities and a new way of thinking that unlocks healthcare from constraints of time, place, distance and knowledge. It brings entirely new ways to understand and address people and their health needs.

Healthcare organizations in Germany are starting to focus on integrating digital technologies. Less-digitally-mature health organizations are focused on solving discrete business problems with individual digital technologies, even though most lack a digital strategy. But the ability to digitally re-imagine healthcare is determined in large part by a clear digital strategy supported by leaders who foster a culture able to change and invent the new.

Transforming an organization towards a digital organization requires instilling a culture that supports change while enabling the company’s overarching strategy. The authors argue that the key driver of digital transformation is not technology, but corporate culture.