

Payers' Top Technology Priority: Enterprise Content Management

For healthcare payers, simply managing and storing member data is no longer enough. Payers need a modern enterprise content management platform that provides them with a full member view — including access to unstructured data such as doctors' notes, images and social determinants of health. According to recent HIMSS Market Insights research, payers today call content management modernization a top goal.

HERE'S WHERE PAYERS STAND:

Challenges

Fewer than **3 in 10** payers find it easy to access unstructured content or documents while viewing the member record

Only **13% of payers** have no plans to launch a content management platform...

29% have already implemented one
58% plan to launch one in the future

Nearly **1 in 4** say it's difficult or takes more than a day to access unstructured content or documents

Payers are more likely to say they've completed these technology initiatives:

67% a work from anywhere environment

53% e-Consents

42% member-360 platform

Progress

87% are partnering with a cloud provider for digital transformation

29% Google Cloud
25% Amazon Web Services (AWS)
16% Microsoft Azure
15% IBM
2% Other

Smaller payer organizations are now more likely to be using a cloud provider

96% of organizations with revenue < \$500 million

VS

77% of organizations with revenue > \$500 million

Plans for the future

#1 Unstructured data management is the top project on the agenda in the next 24+ months

Nearly **1/3** of payers plan to migrate to a different enterprise content management platform in the next 12 months

22% have already migrated

15% plan to migrate within the next 12 to 24 months

9% plan to migrate after 24 months

Discover the power of a stronger enterprise content management platform. Learn more at [Hyland Healthcare](https://www.hylandhealthcare.com).



About Hyland

Hyland Healthcare provides connected healthcare solutions that harness unstructured content at all corners of the enterprise and link it to core clinical and business applications such as electronic health records (EHR) and enterprise resource planning (ERP) systems. Hyland Healthcare offers a full suite of content services and enterprise imaging tools, bringing documents, medical images and other clinically rich data to the healthcare stakeholders that need it most. This comprehensive view of patient information accelerates business processes, streamlines clinical workflows and improves clinical decision making. [hylandhealthcare.com](https://www.hylandhealthcare.com)

*HIMSS Market Insights research report: *November 2022 Payer Research*. This survey was conducted among 55 qualified healthcare payer respondents who work in executive, IT/technology, claims, member services, analytics, operations, care management, provider network management, health informatics and administration roles within the United States. Organizations included health insurance carriers/payers (73%), payviders by partnership (9%), provider-sponsored health plans (7%), payviders by ownership (4%), payer owned by another organization (4%), government payers (4%). Hyland was not identified as the survey sponsor.