



# Mobile Strategy Insights and Imperatives for Healthcare CIOs



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Healthcare is undergoing a radical transformation. According to Accenture, 93% of healthcare executives are ramping up digital initiatives, driven by rising consumer expectations and disruptive innovation. The message is clear: digital is no longer optional, it's foundational. Yet many healthcare organizations still lag when it comes to optimizing one of their most critical digital touchpoints: mobile.

Consumers now expect healthcare interactions to mirror the ease and convenience of their best mobile experiences. Half say a poor digital encounter could ruin their relationship with a provider, while one in four would switch providers for a better digital experience. As mobile increasingly becomes the front door to the healthcare experience, it's time for CIOs to take a hard look at where their organizations stand and where they must go.

There are three primary challenges that CIOs can take action on now:

## 1 Challenge #1: Most Healthcare CIOs Lack a Specific Mobile Strategy

Despite acknowledging mobile's importance, many CIOs admit their organizations don't have a focused mobile engagement strategy.

Even among systems with comprehensive digital initiatives, mobile is often just one piece of a broader mosaic. For rural hospitals and safety-net providers, barriers like device access and staffing only add to the problem.

### What CIOs Can Do:

- **Elevate mobile from a tool to a strategy:** Treat mobile not as a feature, but as a central pillar of digital transformation.
- **Benchmark against peers:** CIOs are increasingly learning from one another at events like CHIME to fast-track decision-making and avoid common pitfalls.
- **Invest in flexible, customizable platforms:** Static EHR-tethered apps often lack the consumer-first features today's patients expect.

## 2 Challenge #2: Balancing Efficiency With Other Goals

Healthcare organizations frequently invest in digital tools to improve workflows and reduce strain on overburdened staff. While operational gains are vital, a narrow focus on efficiency often sidelines increased patient expectations when it comes to their experience.

### What CIOs Can Do:

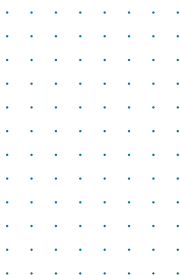
- **Engage patient experience and marketing leaders early:** Break down silos and ensure mobile design reflects consumer preferences.
- **Avoid “feature dumping:** Prioritize high-impact features like provider search, navigation, scheduling, and record access based on patient feedback.
- **Invest in flexible, customizable platforms:** About 70% of health systems rely on EHRs for mobile, but 20% don’t customize due to resource gaps. Customization should be planned, not postponed.

## 3 Challenge #3: Balancing Efficiency With Other Goals

CIOs repeatedly emphasized that mobile success depends on shared responsibility. In the most successful systems, mobile initiatives are co-led by clinical, marketing, and experience teams, not just IT. This aligns with a broader shift in the CIO role, from technical executor to strategic collaborator.

### What CIOs Can Do:

- **Establish a mobile governance committee:** Include IT, marketing, patient experience, and clinical leaders.
- **Define success upfront:** Develop KPIs tied to patient engagement, feature adoption, and satisfaction.
- **Invest in staff who understand both IT and healthcare ops:** New roles bridging technical fluency and operational insight are critical to long-term success.



## A New Role for the Healthcare CIO

The evolution of mobile strategy reflects a broader change in the CIO role itself. Today's healthcare CIOs are strategic advisors with growing influence over patient experience, community engagement, and business growth.

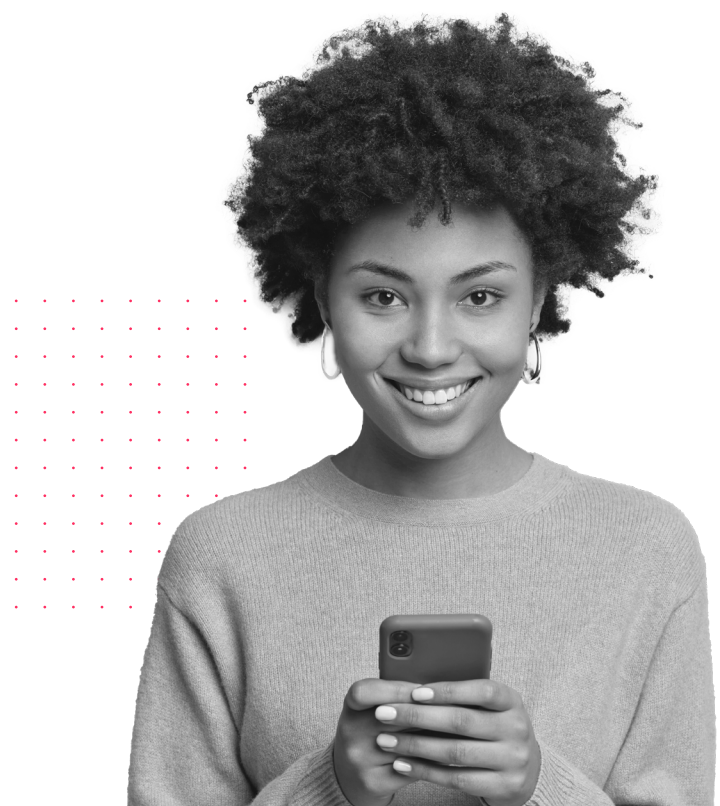
From community advisory boards to cross-functional strategy teams, CIOs are stepping into new spaces. They're building cultures of collaboration, deepening organizational knowledge, and forging partnerships with vendors to stay agile and innovative.

## It's Time for CIOs to Lead the Mobile Conversation

Healthcare's digital future will be defined by those who act with intention. For CIOs, that means:

- Defining a mobile strategy, not just deploying mobile tools.
- Balancing operational goals with patient-centric innovation.
- Creating shared ownership for mobile success.

**The stakes are high, but so is the opportunity. With the right mindset and partnerships, CIOs can turn mobile into a true competitive advantage, using it to deliver the kind of digital experience today's healthcare consumers demand and deserve.**





# About Gozio Health

Gozio Health partners with health systems to increase consumer engagement using a proven mobile platform and strategy. The entire healthcare journey—both in-person and digital—is improved by giving systems the flexibility to consolidate all their patient-facing digital solutions into one premium native mobile experience accessible by anyone, anywhere. Combined with Gozio's patented indoor positioning technology, the platform empowers consumers to confidently navigate their healthcare journey and enables health systems to more effectively achieve their business goals. Gozio customers surveyed in a 2021 KLAS Research Emerging Technology Spotlight report found 100% satisfaction.

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