Microsoft

Business Insights
MICROSOFT HEALTH USERS GROUP

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The Enterprise Re-Imagined: CEO's Expect an Empowered Organization

Inspired by changes in the technology landscape, today's business leaders are reimagining each facet of their organization. Getting to market faster and with innovative products and services is a necessary differentiator in driving competitive capabilities. The right decisions around enabling technologies and services can unlock your potential and deliver business transformation -- across your enterprise and for your customers.

By 2016, one billion global consumers will have access to a smartphone or tablet computers, making mobile devices a crucial medium for interacting with customers. With 2.5 billion users connected to the internet, one third of the worldwide population is a click away from your business, product, or service. (World Internet Users Statistics Usage, 2012)

Enabling your people to work where they want—in the office, on the go, and at home—and making it easy for them to collaborate with colleagues, partners and even customers around the world is key. According to industry analysts mobile workers will number 1.3 billion (over 37% of the total workforce) by 2015.

What CEO's Want
Key technologies driving change in enterprise are **mobile communications, social networking, data analytics,** and, enabling them all, **cloud computing** solutions.

These technologies – called "mega-trends" by one industry analyst firm -- are revolutionizing how companies do everything from engage consumers, manage expenses, attract and retain talent, nimbly compete in a global economy, and help foster a culture of innovation.

Given some of these trends, CEOs across a range of industries are reimagining their enterprises in light of the new technology landscape. In survey after survey, CEOs identify the same basic set of issues driving change and challenging businesses today:

- **Empowered customers** have more information and new ways to connect. How can businesses keep up with rising expectations?
- **Cost and risk management** are more important than ever. How

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CHAT WITH A REPRESENTATIVE

can we achieve real-time visibility to optimize the business?

- **New modes of work** are changing the workplace. How can our organization invest in technology to attract, motivate, and empower the leaders of today and tomorrow?
- **Global uncertainty** is changing the competitive landscape. How can we anticipate and react to challenges in the market and the regulatory climate?
- **Innovation** is coming from everywhere. What can we do to foster innovation and stay nimble enough to keep ahead of the pack?

Read the full story here

Its HERE! See the NEW Microsoft Health Users Group Web Landing

Get the latest news from the brand new Microsoft Health Users Group Web landing. Also see the 2013 Microsoft Life Sciences Innovation Awards winners.

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Doctors Prescribe Surface to Improve Patient Care

At Palmetto Health, physicians are using Surface Pro to improve patient care. Physicians using the Surface believe it improves efficiency and allows them to see two more patients on average each day.

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Events

Driving Speed to Value in Portfolio Management Webinar 1

Paul Merrywell CIO of Mountain States Health Alliance (MSHA) and Sean O'Brien, VP of Pcubed, will discuss implementing and embedding portfolio management for today's healthcare organizations to drive speed to value. Healthcare companies need to see results quickly, and they need to embed new processes and technologies to capture the benefits and optimize their resources. Paul and Sean will profile the approach they used to implement portfolio management at MSHA and how they were able to jointly deliver in 6 months what Paul had seen take years to accomplish in other organizations.

Attendees will learn about:

- Creating an environment where IT becomes viewed as a strategy enabler and value driver for the organization;
- Ensuring investments are strategically aligned with both business strategy and the organization's resources to deliver successfully;
- Creating an imperative for change that drives focus and adoption;
- Setting up a governance structure that clearly articulates strategic objectives, translates them to drivers for project prioritization, and maintains focus to ensure benefits are

realized by the organization.

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Current Trends in Cloud Computing – Cloud Security Readiness Tool Analysis

Tune into TechNet Radio for a discussion on current trends in cloud computing. Learn how organizations can improve their IT state, understand industry regulations better and evaluate how cloud services can help improve their concerns about privacy, security and reliability.

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