



Making the most of digital for your care business

Care England panel session

About RSM UK in the health and care sector

RSM's healthcare experts have a deep understanding of our clients' needs across the healthcare interconnected community: NHS and public sector, private healthcare and life sciences.

Our specialist health and care team has experience of assisting business overcome the numerous challenges that owners and operators currently face. We are also on hand to help identify and take advantage of the numerous opportunities that the market offers.

Our team has significant experience of working with businesses across the sector, including nursing and care homes, special needs and supported living facilities and childcare businesses. Our clients range from single site businesses to larger national groups.

We know that running a care business can be demanding. Operators are facing an ever-increasing level of regulation and public scrutiny together with pressures with recruiting and maintaining staff and restriction in public funding,

We understand these challenges and can provide the support that you need to navigate you through these together with helping you identify the opportunities that exist.

As specialists in the market, we keep abreast of all developments in the sector and ensure that you are kept up to date with any changes that could affect you.

Our experienced team includes accounting and advisory professionals, property experts together with clinical professionals that provide advice to a range of clients. Our services are always tailored to each of specific clients' individual needs.

For further information, please visit: [Healthcare | RSM UK](#)

For our dedicated health and care insights, please visit: [Health Matters | RSM UK](#)

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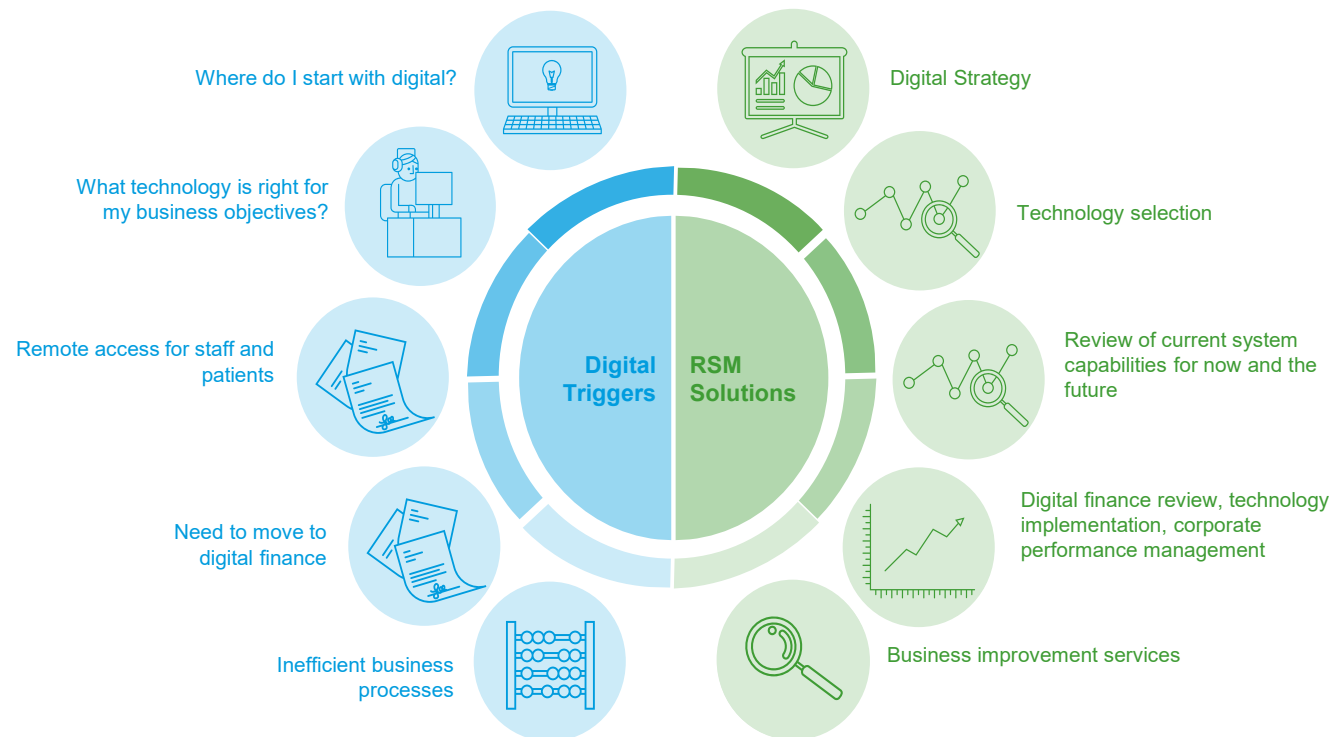
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Supporting healthcare clients on their digital journey

Investing in the right digital technology and automation can support delivery of a consistent and engaging experience at each stage of the patient journey. Having a digital strategy in place is also crucial to demonstrating value for external investors.

We will be with you at each step of your digital journey



Key digital transformation issues in healthcare

1. The rise of on-demand healthcare - patients want healthcare on their own schedule
2. The importance of big data in healthcare
3. Treating patients with virtual reality tools
4. The growth of wearable medical devices
5. Predictive healthcare
6. Opportunity to use artificial intelligence (AI)
7. using interoperable data and platforms

We have an in-depth understanding of evolving technologies and best practice in digital and traditional IT services. Our expertise includes:

- digital/IT strategy;
- software selection;
- Business improvement;
- cloud-based Corporate Performance Management solutions;
- data analytics platforms; and
- systems implementation of integrated ERP solutions, such as **NetSuite**.

These are underpinned by our specialist project and business change management skills

Data, analytics & insights consulting

Market trends

Data analytics has become increasingly important in the enterprise as a means for **analysing and shaping business processes** and **improving decision-making and business results**. Across industries we are seeing common themes in obstacles to achieving the benefits of investing in an integrated data strategy and data analytics environment.

Common Core Data Analytics Problem: Information Divide

- How often do you have to call someone to find an important piece of information?
- How long does it take to get the information you need?
- How often is the information in the format that you need?
- How do you know if it's the right information

Key Obstacles Plaguing Organisations

- Difficult to gather all needed data, have all the same critical information across the organisation, and analyse to make better decisions
- Fragmented architecture that prevents straight-through processing
- No single source of truth for duplicative data
- Limited self-service reporting
- Lack of trust in their current data and standardised business processes
- Limited access to historical data preventing trending analysis or predictive analytics
- Constrained internal technical resources
- Variable understanding of data: Lack of education around capabilities of the existing data analytics environment and how to leverage data consistently

Key benefits of investing in your data strategy

- ✓ One ecosystem minimises technological and operational complexity and enables comprehensive decision making across the organisation
- ✓ **Scalable** environment working with solutions which accelerate the business
- ✓ Integrated source systems into a trusted modern data warehouse – an **authoritative source of truth**
- ✓ Governance guiding security and use of data
- ✓ Enhanced data quality from **data governance and less manual manipulation** allows analysts to focus their time on value-add efforts
- ✓ Significant decrease in manual maintenance needed for daily/weekly/monthly/yearly reporting
- ✓ Decrease risk of human error
- ✓ Enhanced **information access** providing the capability for all business users to develop, trust, and meet reporting needs
- ✓ Increased efficiency in mining data and reporting
- ✓ Reporting environment **with blended historical, current, and disparate data sources across the organisation** providing enhanced analytical capabilities like trending
- ✓ Agreed upon key performance indicators being tracked, to better understand progress on organisational goals
- ✓ **Enterprise view** of organisation

Framework to create an effective data strategy

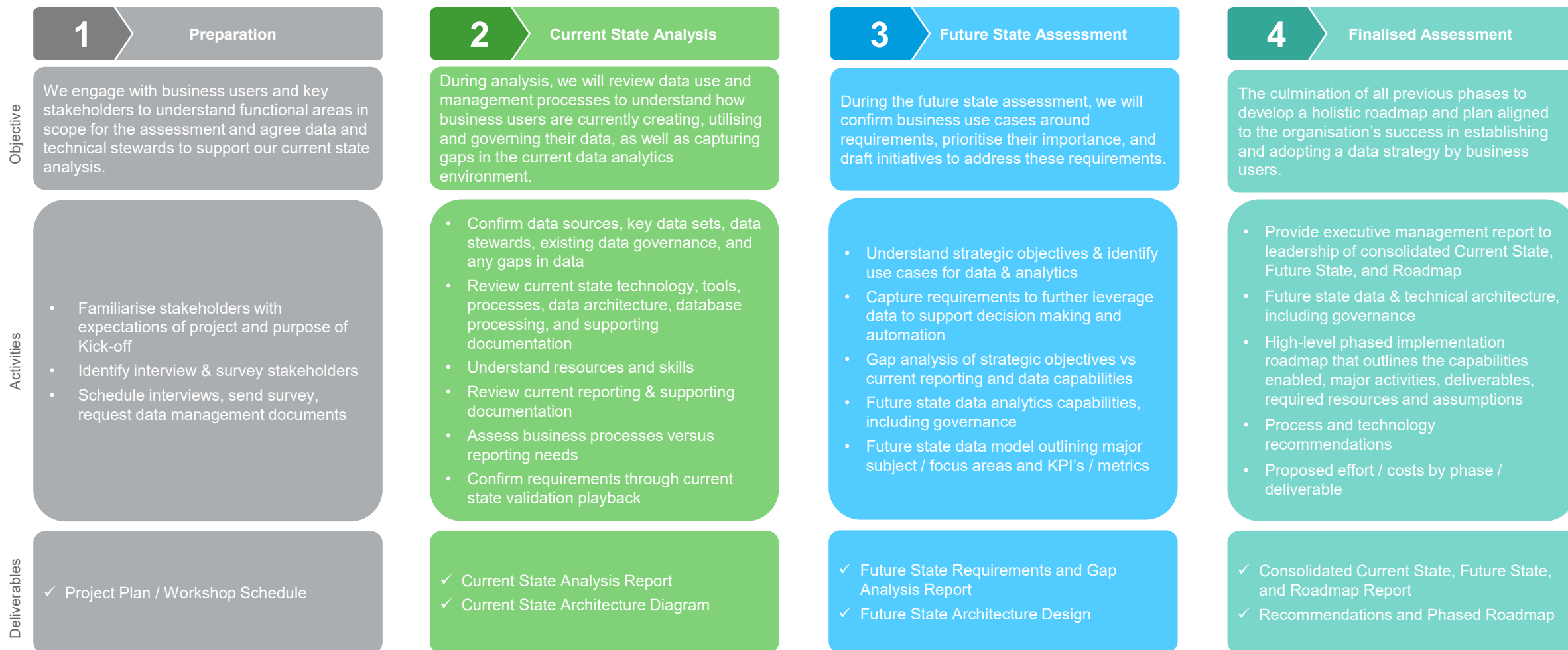
Regardless of size and complexity or where you are on your data analytics journey, it's imperative to have a **clear vision and plan**, underpinned by a **data analytics strategy**. We have created a framework for forging an integrated data strategy that can be adopted by organisations to create a data strategy that is right for their business and has **organisational buy in**.



Business Strategy	<p>(Business Strategy) What are the long-term goals of the organisation? Which metrics and data elements are important to tracking progress, gaining insight on, and driving key decisions around business goals? The business strategy should drive the data strategy.</p>
Data Strategy	<p>(Vision) To what extent is a clear guiding strategy in place to ensure alignment of analytics initiatives?</p> <p>(Operating Model) To what extent are activities consistently and effectively coordinated; is there a well-defined prioritisation process for opportunities; does the operating model result in minimal task duplication?</p>
Organisation	<p>(Roles, Responsibilities & Culture) What level of data literacy and technical skills exist across the organisation? To what extent is knowledge shared collaboratively; are there well-defined inter-group responsibilities?</p> <p>(Execution Planning & Process) Does the organisation have an adaptive, agile approach to execution, including communication & change management processes?</p>
Technology	<p>(Platform) To what extent is a consistent, fit for purpose technology platform in place?</p> <p>(Capabilities) Are the right capabilities available as needed to define, build and deploy models and dashboards across the business?</p>
Data	<p>(Security & Privacy) To what extent are data privacy and loss prevention processes in place? How is data managed across the organisation and with regulatory expectations?</p> <p>(Quality & Access) Does a strong data governance framework exist to support high quality data; is there a common corporate data layer enabling data sharing?</p>

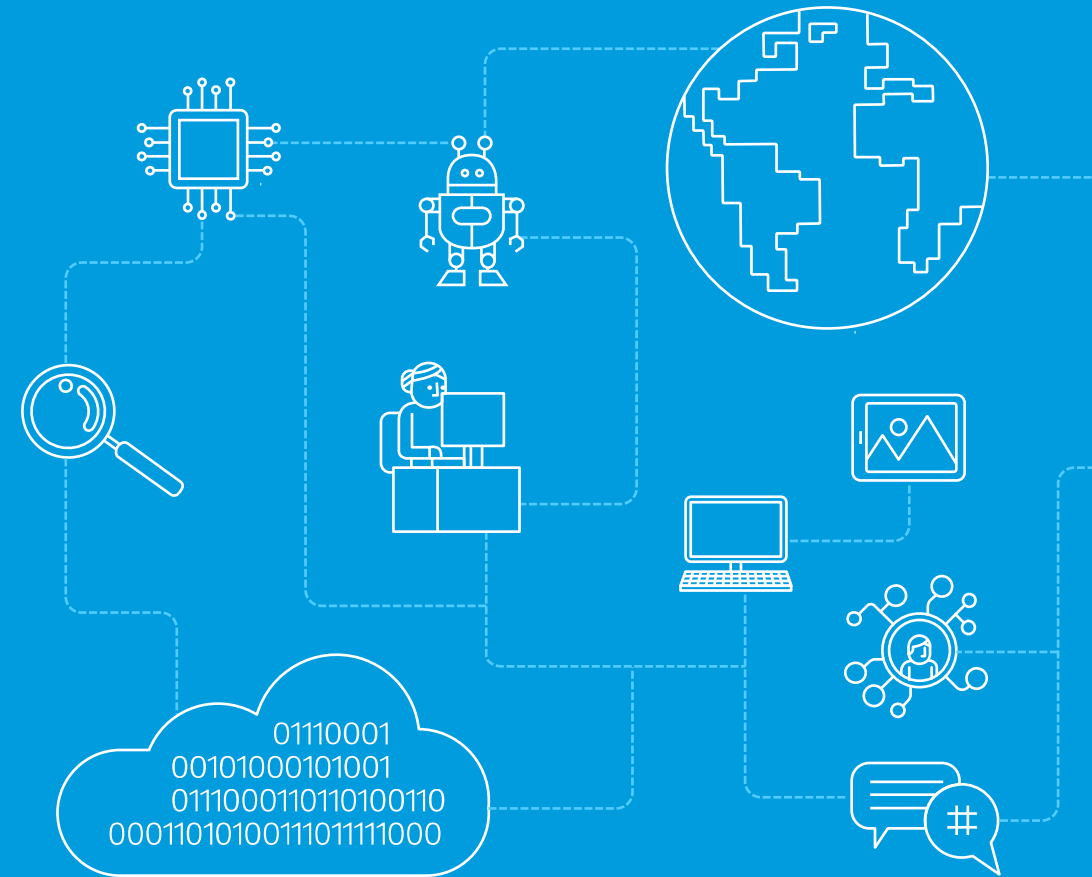
Methodology to create an effective data strategy

We conduct interviews with the organisations key stakeholders, subject matter experts, source system owners, end users, data analysts and IT experts to gain a **holistic understanding** of the current state data analytics capabilities and data requirements, and to map out the **desired future state data analytics vision**.



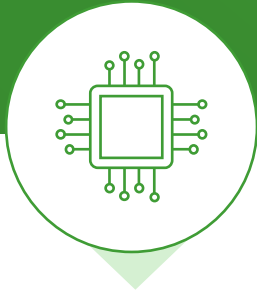
First ChatGPT Now Bard

**What is Generative AI and
what does it mean for your business?**



WHAT IS CHATGPT

01



The embryonic version of online artificial intelligence created by OpenAI and attracting investment from Microsoft reportedly between \$10bn and \$14bn.

02



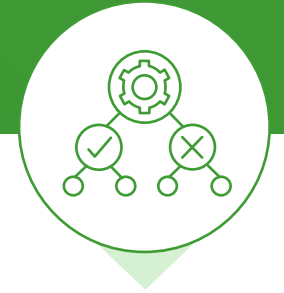
The initials GPT stand for “Generative Pre-trained Transformer”.
It is a language model trained on large amounts of data that answers questions based on written prompts.
You do not need to be a Tech expert to use this.

03



It is amazingly versatile.
It can answer a range of questions in a wide range of styles.
It can also be convincingly wrong.

04



For many it represents an accessible and visible entry point into Artificial Intelligence.
This brings opportunities for businesses but there are also risks.

GENERATIVE AI CAPABILITIES

A type of **artificial intelligence** that can create new and original content such as text, images and coding based off user prompts. Offers organisations a unique **opportunity** to access cutting-edge transformative technology to propel **efficiency** and **innovation**.

01



Content creation
produces natural language text from simple sentences to entire articles, from emails to formal reports

02



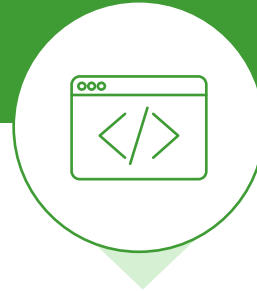
Research
can engage in conversations with users, providing responses based on public or private datasets, acting as a powerful search engine

03



Image creation
can generate new images based on input parameters, turning text prompts into images/artwork

04



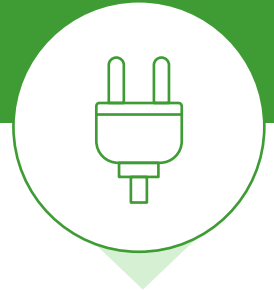
Code generation
can create and explain functional code in multiple programming languages based on user input

05



Summarisation
automatically generates concise and coherent summary of a document

06



Plugins
can be integrated into other software products, allowing for powerful capabilities within applications

Top risks when using AI and ML

- Use of unauthorised data
- Accidentally sharing sensitive / client / personal data
- Explainability challenges

01

Legal, regulatory & compliance

02

Reputational / ethical

- Use of too much or too little data / data availability
- Incorrect outcome for you or your customer
- Bias and lack of transparency
- AI decisional risks and uncertain outcomes
- AI / ML attacks

- Shadow IT / teams experimenting without supervision or guardrails
- Lack of AI strategy / governance
- Lack of AI capabilities
- Lack of technical platforms to support AI use cases

03

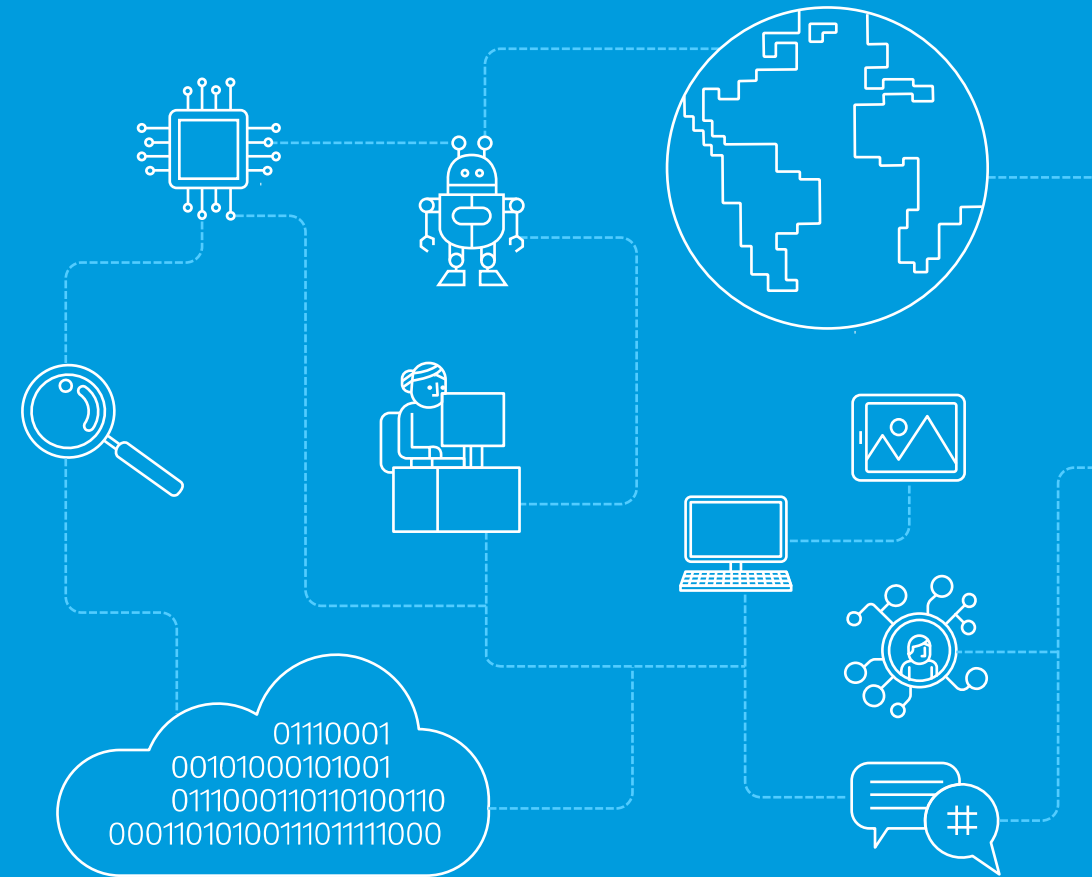
Internal competencies

04

Adoption

- Internal resistance
- Lack of education & awareness
- Poor user experience
- Talent management & development

Cyber in the care sector



Key healthcare and social care sector statistics

81 %

of the healthcare organisations suffered a cyber-attack in 2022

92 %

of care home organisations list data loss as the biggest concern with cyber crime

20 days

is the average time to identify a breach.

95 %

of the healthcare sector has experienced some sort of cyberattack

1426

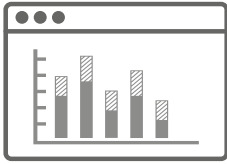
successful attacks against the healthcare and care home sector every week (60% increase from the previous year)

15 mil

estimated total number of DDoS attacks worldwide by 2023.

Why is the health and care sector a target?

More routes to your data



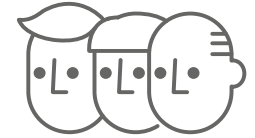
More data in transit



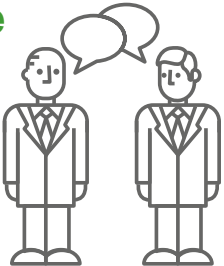
People like to trust people



Attackers prey on the vulnerable



Staff may be distracted



More opportunities to download sensitive data



Misuse of social media



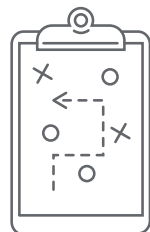
Incidents may not all be reported



IT staff could be overwhelmed



Technology controls may not be in place



What are we seeing in the health and care sector?

Cyber attacks occur because of vulnerabilities. Hackers have learnt to exploit those vulnerabilities and to use them to their advantage, including:



Out of date operating systems



Ineffective patch management



Security and awareness training



Lack of password controls and Multi-Factor Authentication



Privileged access issues



Lack of guidance around personal devices

Simple cyber security guide

Password management



Reporting lost or stolen devices



Organisation's IT policies



Business Continuity



Patch management



Security and awareness training



Working in public spaces



Cyber Control Testing



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Select your interests and **submit** them

Thank you

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