



Digital dividends

How practices are digitising and modernising operations and experiences

In this edition of GP Insights, technology investment intentions have rebounded after decreasing in recent years. An increasing focus on digital tools comes as practices search for efficiencies, insights and a better experience for patients and the workforce.

Technology investment intentions strengthen

The proportion of practices set to increase technology investment has risen from 66% to 74% year-on-year. Among practices focused on growth, the figure rises to 80%. Practices are focused on adopting new digital tools and modernising existing ones.



Plan to introduce in the next two years

1. Data analytics tools to monitor and optimise performance (38%)
2. Digital check-in services for patients (38%)
3. Use of smart devices during consultations (28%)



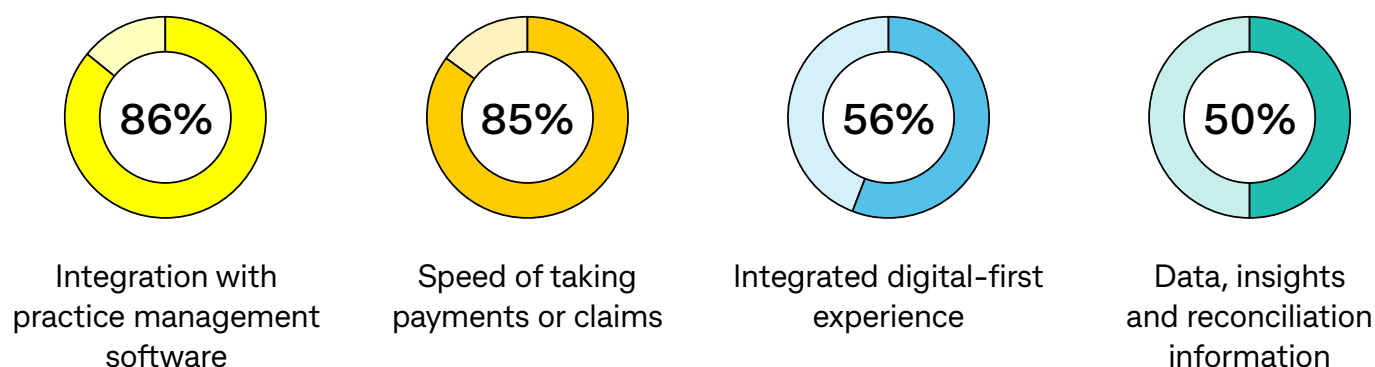
Identified need for upgrading

1. Cyber security systems and protocols (48%)
2. Integrated payment and claiming solutions (41%)
3. Technology for effective and secure telehealth via video (41%)

Payments and claiming in focus

Modernising payments and claiming technology is linked to other practice issues, including the shift in billing models and direct payments between GPs and patients amid payroll tax rulings. This is reflected in the features practices deem most important, including:

Ranked as top-three most important payments solution features



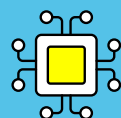
Demand for data-driven tools

Many practices are using data to track and optimise performance. The areas where practices would like to be more active are peer benchmarking, and optimising appointments and operations. This aligns with the interest in AI applications, suggesting that AI adoption may rise.



In-demand areas of data analysis

1. External benchmarking (48%)
2. Appointment analysis (39%)
3. Practice operations and efficiency (39%)



Openness to AI applications

1. Data analysis and intelligence (78%)
2. Inventory management (77%)
3. Appointment scheduling (76%)

Strengthening cyber defences

The research shows that many practices are taking steps to safeguard the practice and patients, including regularly updating systems and software (73%), assessing to establish vulnerabilities (59%) and updating cyber policies (45%).

Things you should know

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