HIMSS25 Pulse
of Industry Report

Connecting
Intelligence

**How AI, Interoperability & Collaboration
Will Advance Healthcare**

NORVELL Jefferson

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AI alone won't fix healthcare. The real power lies in collaboration—between technology, providers, and secure data.

Management Summary

AI is shifting from hype to reality.
Healthcare organizations are rapidly adopting AI-driven solutions, particularly in clinical decision support, documentation, and patient monitoring.

Interoperability remains a major roadblock.
While AI adoption is growing, fragmented data systems and lack of standardization are slowing progress. The push for FHIR and TEFCA frameworks is gaining traction.

Cybersecurity is now an AI enabler, not just a compliance issue.
Healthcare remains the #1 target for cyberattacks, making AI-powered security solutions essential for adoption and trust.

The smart hospital concept is evolving.
AI is no longer just improving hospital workflows—it is transforming healthcare beyond hospital walls, from remote patient monitoring to AI-assisted virtual care.

Legacy IT is holding back innovation.
Rigid, outdated infrastructures are preventing seamless AI integration. Organizations must shift toward adaptive, scalable IT ecosystems.

Healthcare brands must rethink their messaging.
The industry is moving from marketing AI as a standalone feature to positioning it as an embedded, workflow-enhancing technology.

Action is needed now.
Healthcare leaders, technology providers, and marketers must prioritize AI readiness, data integration, and cybersecurity to stay ahead in the evolving healthcare landscape.

Introduction

The healthcare industry is experiencing a fundamental transformation, where technology is no longer just a support function—it is becoming the backbone of healthcare operations, decision-making, and patient care. At HIMSS25, it became clear that AI, interoperability, and cybersecurity are not just industry buzzwords; they are rapidly shaping the future of healthcare.

Healthcare providers are at a critical juncture. The adoption of AI-powered solutions is accelerating, but without seamless integration and trust, the potential benefits may never fully materialize. The challenge is no longer whether to adopt AI, but how to ensure it works in a way that supports clinicians, improves patient outcomes, and enhances operational efficiency.

> "*The future of healthcare isn't just about smart technologies—it's about intelligent, connected ecosystems that improve clinical decisions, reduce administrative burdens, and enhance patient experiences.*"
> — **Maja Sivertsen,** Global Healthcare Marketing, Solventum

Yet, this transition comes with hurdles. While AI has the potential to revolutionize diagnostics, workflow automation, and personalized care, it cannot function in isolation. Without real-time interoperability, trust in data security, and infrastructure capable of supporting AI-driven decision-making, healthcare systems risk becoming inefficient silos rather than connected, intelligent ecosystems.

> "*AI isn't just an efficiency tool anymore. The moment we make AI an invisible force within clinician workflows, that's when real transformation happens.*"
> — **Brian Bell,** Business Category Leader, Philips
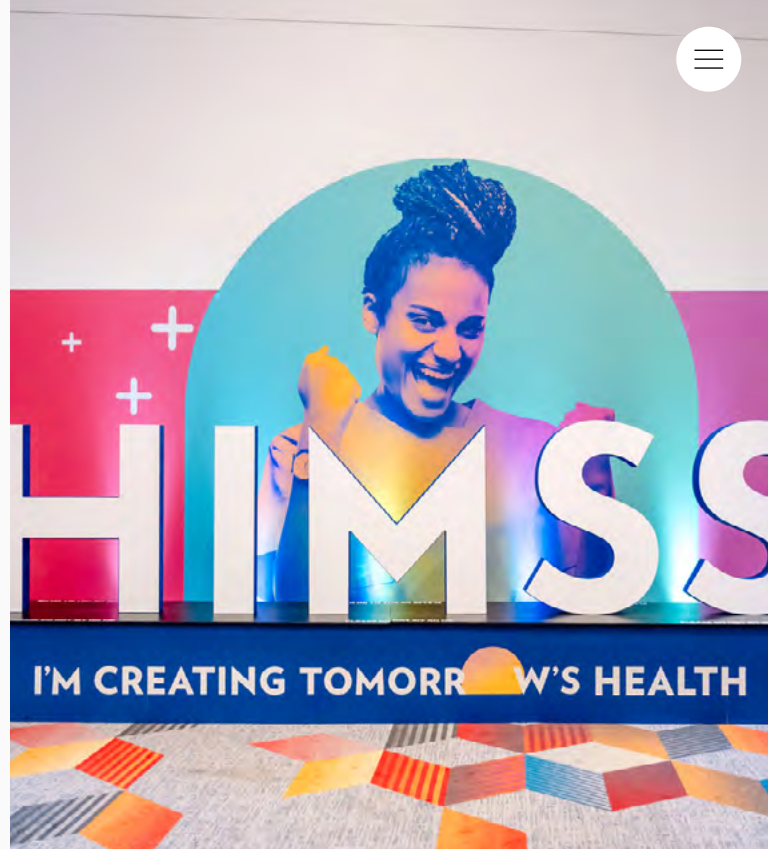
70% of healthcare organizations are pursuing or have already implemented generative AI capabilities. *(Source: mckinsey.com)*

45% of healthcare organizations reported using AI for healthcare data integration. *(Source: statista.com)*

70% of healthcare organizations at a mature stage of AI adoption stated that clinicians were the intended users of their AI technologies. *(Source: statista.com)*

I'M CREATING TOMORROW'S HEALTH

01

AI THAT LISTENS, THINKS & ACTS

The Rise of Ambient Intelligence

What is Ambient Intelligence?

Ambient Intelligence (AmI) refers to AI-powered systems that operate seamlessly in the background, automating tasks, analyzing data, and enhancing decision-making without requiring direct user interaction.

In healthcare, this means AI can listen, observe, and act in real time, reducing administrative burdens and allowing clinicians to focus on patient care.

Unlike traditional AI, which requires manual input, ambient intelligence is embedded within workflows, using technologies like voice recognition, real-time data processing, and predictive analytics to create a more efficient and intuitive healthcare environment.

At HIMSS25, the rise of ambient intelligence was a key trend, signaling a shift from AI as a tool to AI as an invisible but indispensable assistant in healthcare.

AI is shifting from an external tool that clinicians have to interact with manually to an embedded, invisible intelligence that automatically processes conversations, extracts relevant data, and executes administrative tasks. This shift was one of the most defining themes at HIMSS25.

Innovations such as **Microsoft's Dragon Copilot** and **Altera's Ambient AI** demonstrate how AI is removing cognitive and administrative burdens from clinicians. These solutions allow real-time documentation, automated medical note generation, and voice-driven workflows that allow clinicians to focus on patients rather than paperwork.

This transformation is urgent. Administrative burden is one of the leading causes of physician burnout, contributing to increased staff turnover, lower efficiency, and poorer patient care. Ambient intelligence can be a game-changer by significantly reducing manual data entry, improving documentation accuracy, and enabling AI-driven workflows.

At HIMSS, **Philips** showcased how an open patient monitoring system provides the foundation for creating the smart healing environment of the future—supporting the integration of new AI models. By connecting systems to standardize and digitize data, it supports seamless interoperability and optimized analysis. Large data sets from vital signs monitoring are processed using advanced algorithms to uncover insights, enable early deterioration detection, and enhance clinical decision support— transforming hospital workflows, wherever the caregiver is, not just at the bedside.

> *"AI isn't about replacing clinicians— it's about giving them back time to focus on patients instead of documentation."*
> — **Justin Ivy,** Enterprise Account Executive, Nutanix

> *"The best AI is the AI that clinicians don't even notice—it just works."*
> — **Ryan Witt,** Vice President, Proofpoint

30% of physician practices have adopted ambient listening AI technologies to assist with clinical documentation. *(Source: ahima.org)*

Investment in AI medical note-taking applications surged to **$800 million in 2024**, up from **$390 million in 2023**, indicating a significant increase in adoption. *(Source: ft.com)*

02

THE INTEROPERABILITY IMPERATIVE

Why AI Can't Work in Silos

AI has the potential to revolutionize healthcare, but its success depends entirely on the quality and accessibility of data. While adoption rates for AI-powered healthcare solutions are rising, fragmented IT infrastructures, legacy systems, and lack of standardized data-sharing practices are slowing down progress.

At HIMSS25, the message was clear: **interoperability is no longer an IT challenge**—it is a fundamental business and patient care necessity. Organizations that fail to prioritize seamless data exchange risk limiting AI's effectiveness, creating inefficiencies, and missing out on the full potential of real-time, AI-powered healthcare.

What Is Happening?

One of the biggest barriers to realizing AI's full potential in healthcare is the lack of seamless, real-time data exchange. Despite advancements, many hospitals and health systems still operate in silos—where patient records, imaging data, and lab results are trapped in disconnected systems that don't communicate effectively. This fragmentation slows down clinical workflows, delays decision-making, and introduces costly inefficiencies.

"We need to solve the infrastructure challenge first. You can't layer AI on top of fragmented systems and expect transformative outcomes."

— **Danny Gladden,** Director, Behavioral Health, Oracle Health

Key developments from HIMSS25 included:

Accelerating adoption of FHIR (Fast Healthcare Interoperability Resources) as the foundation for standardized, API-driven data exchange.

Expansion of TEFCA (Trusted Exchange Framework and Common Agreement), creating a roadmap for secure, nationwide interoperability.

The rise of AI-driven tools designed to bridge data silos and extract insights from unstructured data.

DID YOU KNOW?

Only 50% of healthcare systems have fully interoperable EHRs. *(Source: statista.com)*

AI-driven interoperability could **save the healthcare industry $77 billion annually** by eliminating redundant data entry and administrative inefficiencies. *(Source: mckinsey.com)*

FHIR adoption is expected to triple in the next 5 years, making it a cornerstone for AI integration in healthcare. *(Source: healthit.gov)*

Interoperability isn't a backend concern. It's the starting line for any successful AI strategy.

The future of AI in healthcare isn't just about smarter algorithms—it's about smarter data systems. Organizations must invest in:

- ⊘ **Cloud-based AI solutions** that integrate across platforms

- ⊘ **Data-sharing agreements** that ensure secure, standardized access to patient information

- ⊘ **Machine learning models** that can process structured and unstructured healthcare data in real time

The healthcare organizations that prioritize seamless, AI-powered data exchange today will be the ones leading the industry tomorrow.

"Interoperability isn't just a compliance requirement—it's the backbone of intelligent healthcare."
— **Charlie Chiu,** Account Manager, Axiomtek

03
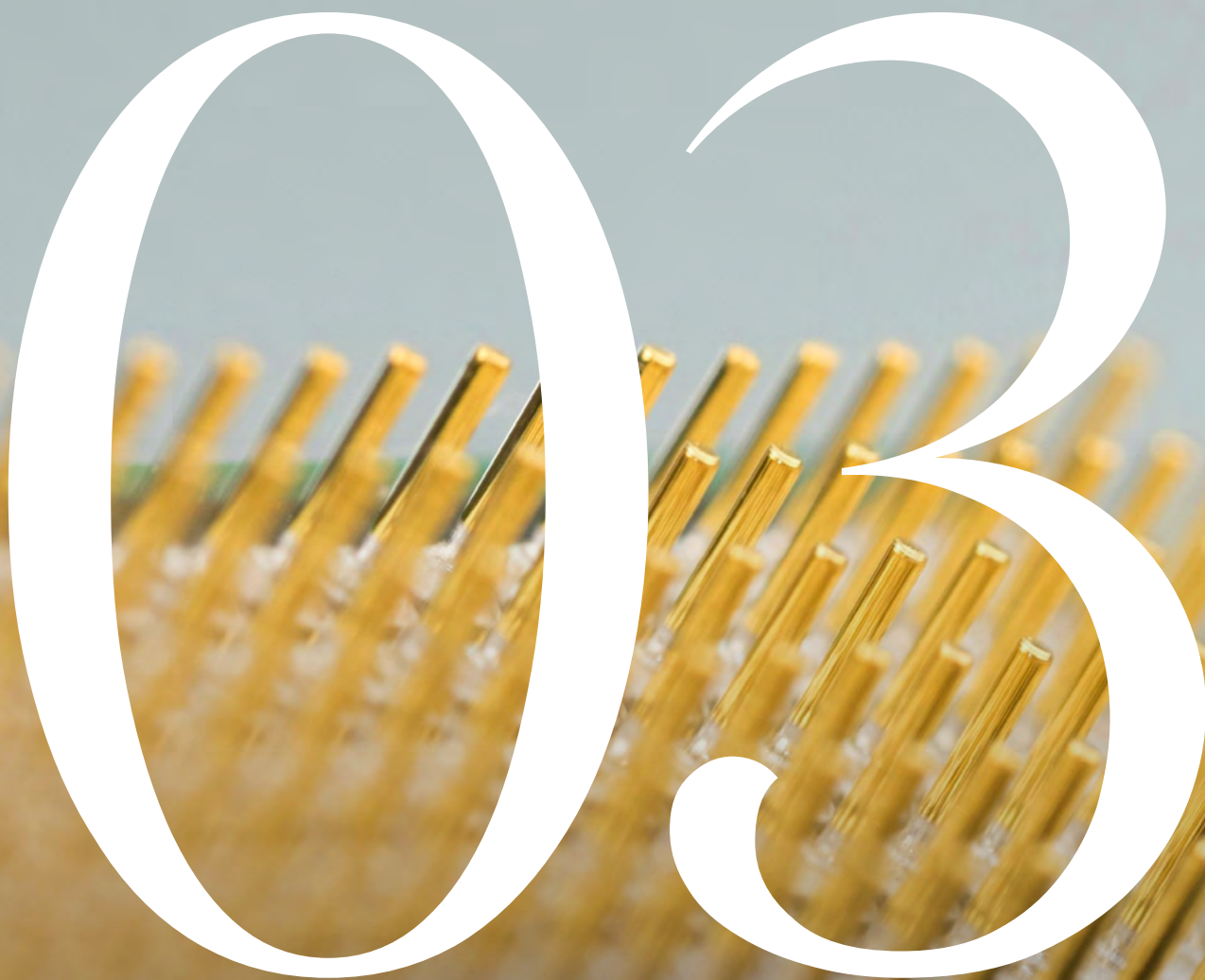
CYBERSECURITY & TRUST

The Evolution of Digital Healthcare Protection

As healthcare becomes increasingly digital, cybersecurity is evolving from a reactive defense mechanism into a proactive enabler of innovation, trust, and patient safety. At HIMSS25, healthcare leaders emphasized that security must evolve alongside the technologies driving modern healthcare—**from AI-powered diagnostics to cloud-based patient records and remote monitoring systems.**

For digital health to succeed, patients and clinicians need to trust that their data is protected, their AI-driven recommendations are secure, and their systems are resilient against cyber threats.

Security isn't just about defense anymore—it's about enabling trust in the future of healthcare.

The Shifting Landscape of Cybersecurity in Healthcare

HIMSS25 made it clear: cybersecurity is no longer just about compliance—it is a core pillar of healthcare's digital transformation.

As health systems become more interconnected, the approach to security must evolve beyond firewalls and reactive monitoring to real-time threat detection, AI-driven security intelligence, and a "zero-trust" approach to data access.

DID YOU KNOW?

52 million healthcare records were breached in 2023 alone. *(Source: hipaajournal.com)*

The **global healthcare cybersecurity market** is projected to reach **$38 billion by 2028.** *(Source: statista.com)*

95% of healthcare leaders say cybersecurity risks are the biggest barrier to digital transformation. *(Source: mckinsey.com)*

Key takeaways from HIMSS25 on cybersecurity evolution:

⊘ **From Protection to Proactive Security**
Security strategies are shifting from passively defending networks to actively identifying, mitigating, and preventing cyber threats before they occur.

⊘ **AI is a Double-Edged Sword**
AI is not just an enabler of healthcare innovation; it is also being used by cybercriminals to develop more sophisticated attacks. Security teams must stay ahead by using AI-driven cybersecurity tools.

⊘ **Zero-Trust is Becoming the Standard**
The principle of "never trust, always verify" is becoming the new normal for healthcare IT infrastructure, ensuring that every access request is authenticated before granting permissions.

Why This Matters

With rising cyber threats, increasing reliance on AI, and expanding healthcare data networks, cybersecurity is now directly linked to patient safety and operational stability.

Without robust security frameworks, healthcare organizations risk:

Compromised patient data due to ransomware or phishing attacks.

Delayed AI adoption caused by concerns over data integrity and security vulnerabilities.

Regulatory violations leading to heavy fines and reputational damage.

"Trust in digital healthcare is fragile—one security breach can slow down years of AI and digital transformation progress"
— **Jill Uhryniak,** Head of Marketing, Philips

"Cybersecurity is no longer an afterthought. It is the foundation for every digital innovation in healthcare—without security, AI, interoperability, and virtual care cannot thrive."
— **Ryan Witt,** Vice President, Proofpoint

The Future of Cybersecurity in Healthcare

Cybersecurity is no longer just about preventing attacks—it's about ensuring that digital healthcare remains trustworthy, resilient, and ready for the future. As healthcare systems become more dependent on AI and connected technologies, trust becomes the currency of adoption.

That's why forward-thinking healthcare leaders are embedding security and governance into every layer of their digital strategy—from the infrastructure that powers AI, to the patient-facing tools that rely on secure, accurate data.

Organizations that build resilient, secure systems now will be the ones clinicians and patients trust to lead the next chapter of digital healthcare.

"The speed of AI innovation is impressive— but without governance, transparency, and secure foundations, it risks becoming another layer of complexity instead of a solution."
— **Danny Gladden,** Director, Behavioral Health, Oracle Health

04

**FROM SMART HOSPITALS TO SMARTER HEALTHCARE
TAKING HEALTHCARE BEYOND THE HOSPITAL**

Why Digital Transformation Goes Beyond the Hospital Walls

The future of healthcare isn't inside four walls—it's anywhere patients need it.

For years, the focus of healthcare innovation has been on making hospitals smarter—introducing AI-powered monitoring, automated workflows, and digital patient records. But HIMSS25 made it clear: the next wave of transformation is about taking healthcare beyond the hospital.

Advancements in remote monitoring, virtual care, and interconnected data ecosystems are shifting the center of healthcare away from hospitals and into homes, communities, and mobile platforms. The organizations that embrace this shift will define the future of patient-centered, digitally enabled care.

What's Changing?

Hospitals are no longer the default first point of care for every patient. Instead, connected health technologies, remote diagnostics, and AI-supported decision-making are allowing healthcare providers to intervene earlier, manage chronic conditions remotely, and reduce unnecessary hospital visits.

⊘ **Remote patient monitoring (RPM) is scaling.** Smart Meter showcased **SmartHealth Solutions**, an AI-powered RPM suite providing real-time health data to healthcare providers to reduce hospital readmissions and improve chronic disease management.

⊘ **Virtual care is moving beyond video calls.** AvaSure introduced an **AI-powered virtual care assistant** at HIMSS25, enhancing patient monitoring and support during remote consultations, making virtual visits more efficient and data-driven.

⊘ **Hospitals are evolving into command centers.** Samsung Medical Center discussed their **DARWIN** platform, highlighting how its AI-powered EHR system is designed to transform hospitals into intelligent hubs, leveraging real-time data analytics to optimize patient management across care settings.
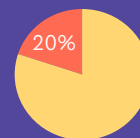
DID YOU KNOW?

26%
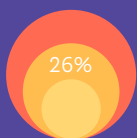
RPM is expected to grow by **26% annually,** reaching **$175 billion** by 2027. *(Source: statista.com)*

Over 50% of hospital executives say remote care will play a larger role in their strategy over the next five years. *(Source: mckinsey.com)*

20%

Up to **20% of ER visits** could be avoided through better use of virtual care and RPM. *(Source: healthaffairs.org)*

Why it matters

Hospitals are overcrowded
AI and virtual care can help reduce strain on emergency departments and inpatient facilities.

Patients want care at home
Surveys show that over 75% of patients prefer virtual visits when medically appropriate.

Chronic disease management is changing
With real-time health data from wearables and sensors, clinicians can proactively adjust treatment plans instead of waiting for in-person visits.

What's Holding It Back?

Interoperability Issues
Many virtual care solutions don't fully integrate with existing hospital systems, creating data gaps.

Regulatory Uncertainty
Many healthcare systems still operate under hospital-first payment models, making reimbursement for virtual and remote care complex.

Clinician Buy-In
While AI and RPM can enhance patient management, some clinicians still distrust AI-driven insights.

"The future of healthcare isn't just about making hospitals smarter—it's about creating a fully connected, patient-first ecosystem where care can happen anywhere."
— **Brian Bell,** Business Category Leader, Philips

"We're no longer just talking about virtual care as an alternative. For many patients, it's becoming the primary way they engage with the healthcare system."
— **Justin Ivy,** Enterprise Account Executive, Nutanix

05

RIGID TECH VS. ADAPTIVE SYSTEMS

The Need for Future-Proof Healthcare IT

Healthcare can't afford outdated technology— innovation needs a foundation that can evolve.

Introduction

Digital transformation in healthcare is accelerating, but outdated, rigid IT infrastructures are holding many organizations back. HIMSS25 discussions emphasized that for AI, interoperability, and cybersecurity to reach their full potential, healthcare organizations must rethink how they build and manage their technology ecosystems.

Leaders highlighted a growing divide: organizations that invest in flexible, adaptive IT systems are scaling innovation faster, while those relying on legacy systems struggle with inefficiencies, security risks, and poor interoperability.

Healthcare technology is shifting from static, standalone systems to cloud-based, **modular architectures that can adapt to emerging innovations** like AI, real-time data exchange, and digital patient engagement tools.

"Developing AI and digital health tools is only half the battle. The real test is incorporating them into workflows in a way that improves processes, integrates seamlessly with existing systems, and elevates organizational performance."

— **Maja Sivertsen,** Global Healthcare Marketing, Solventum

Why This Matters?

Rigid, outdated technology is one of the biggest barriers to AI and interoperability adoption. Healthcare providers that continue to rely on legacy IT infrastructures face:

- ⊘ Slow adoption of AI-powered solutions due to lack of computing power and data integration capabilities.

- ⊘ Higher cybersecurity risks because older systems don't receive frequent security updates or support modern encryption standards.

- ⊘ Increased operational costs as hospitals spend more on maintaining outdated technology instead of investing in innovation.

This tech debt is slowing down progress at a time when healthcare is under immense pressure to improve efficiency, reduce costs, and enhance patient care.

"Healthcare IT must shift from being a roadblock to becoming an enabler of innovation. We need infrastructure that can evolve with technology, not resist it."
— **Justin Ivy,** Enterprise Account Executive, Nutanix

Companies That Are Shifting Towards Adaptive Systems

Nutanix showcased its cloud-based solutions designed to help healthcare organizations transition from on-premises legacy systems to secure, scalable cloud environments. The company emphasized the importance of hybrid cloud as a way for hospitals to modernize IT without disrupting existing workflows.

InterSystems focused on interoperability-first data platforms, ensuring that healthcare organizations can build flexible, AI-ready data infrastructures that enable real-time decision-making across different systems.

Philips discussed the need for future-proof patient monitoring that can integrate with new AI and data analytics solutions without requiring a full system overhaul.

These examples demonstrate how leading companies are helping hospitals transition from rigid IT architectures to adaptive, scalable environments that can support AI, real-time analytics, and secure patient data exchange.

The Future of Healthcare IT

To support AI, real-time interoperability, and enhanced cybersecurity, healthcare organizations must invest in flexible, future-proof IT systems. Moving toward hybrid and cloud-based infrastructures that provide scalability and security. Adopting modular, composable IT architectures that allow seamless integration of new technologies. Ensuring cybersecurity is built into IT modernization efforts to protect sensitive patient data.

Hospitals that continue relying on rigid, outdated IT systems will struggle to keep pace with AI adoption, digital health transformation, and patient-centered care models. The shift to adaptive IT is no longer optional—it is essential for the future of healthcare.

DID YOU KNOW?

Over **60%** **of hospital executives** say that modernizing IT is a top priority, but many struggle with outdated legacy systems that prevent innovation. *(Source: mckinsey.com)*

55% **of healthcare organizations** say they still rely on legacy IT for core operations, making it harder to integrate AI-driven solutions. *(Source: statista.com)*

25% Hybrid cloud adoption in healthcare is projected to **grow by 25% annually,** as hospitals move toward more scalable, flexible IT architectures. *(Source: gartner.com)*

06

MARKETING & BRAND TAKEAWAYS

The New Narrative for Health Tech

From AI buzzwords to real-world impact— how healthcare brands must evolve.

Our visit to HIMSS25 made it clear: the way healthcare brands communicate is changing. AI, cybersecurity, and interoperability are no longer futuristic concepts— they are business imperatives. Marketers must move beyond vague tech promises and focus on tangible outcomes that resonate with healthcare decision-makers.

"In healthcare marketing, trust is everything. Brands that focus on education, relationship-building, and solving real problems—rather than just selling products—will stand out in a crowded market."
— **Susan Biddle,** Director, Healthcare Solutions, Proofpoint

GenAI in Healthcare: Optimism with eyes wide open

At HIMSS25, InterSystems surveyed 366 healthcare professionals to gauge the pulse on Generative AI.

52.7%

A majority **(52.7%)** are already testing or deploying GenAI, and overall sentiment was strongly positive **(4 out of 5)**. Still, adoption is tempered by practical challenges: data quality, ethical safeguards, and the need for trustworthy outputs.

Source: InterSystems

Key Shifts in Healthcare Marketing

⊘ **From AI Hype to AI Value**
Healthcare leaders want proof, not promises. The best marketing moves beyond "AI-powered" and instead highlights measurable improvements in efficiency, patient outcomes, and cost savings.

⊘ **From Tech-Speak to Human Impact**
Messaging must shift from technical jargon to storytelling that showcases real-world use cases, patient benefits, and workforce empowerment.

⊘ **From Siloed Marketing to Ecosystem Thinking**
The future of healthcare marketing is about collaboration.Companies that position themselves as partners in a connected healthcare ecosystem will stand out.

⊘ **From Features to Solutions**
Clinicians and IT leaders are looking for seamless integration, interoperability, and security—not just a list of features. Marketing must focus on how solutions work within existing infrastructures.

⊘ **From One-Off Campaigns to Thought Leadership**
Healthcare buyers trust industry leaders, not just vendors.Brands must establish credibility through case studies, expert insights, and educational content.

At HIMSS25, several exhibitors distinguished themselves with innovative and engaging booths that left a lasting impression. Here are three standout examples:

01

Solventum's Rebranding Showcase

Formerly known as 3M Health Care, **Solventum** utilized HIMSS25 to unveil its new identity following its spin-off from 3M in April 2024. The booth emphasized Solventum's commitment to enabling better, smarter, and safer healthcare, reflecting its mission to innovate and improve lives.

02

Leidos' Interactive Innovation Hub

Leidos, an innovation company addressing challenges in national security and health, created an immersive experience at their booth. Attendees engaged with interactive displays showcasing their technology solutions for heavily regulated industries, highlighting Leidos' commitment to smarter technology solutions.

03

Nutanix's Personalized Coaster Experience

Nutanix attracted attendees by offering a unique, interactive experience at their booth. Visitors could personalize coasters using a laser engraving machine, creating a memorable takeaway while learning about Nutanix's hybrid multicloud solutions designed to simplify healthcare IT infrastructure.

The Rise of Experiential Marketing in Healthcare Conferences

The trend of incorporating experiential marketing strategies at healthcare conferences like HIMSS25 is on the rise. Exhibitors are moving beyond traditional booth setups to create immersive, interactive experiences that engage attendees on multiple levels. This approach not only captures attention but also fosters deeper connections with the audience. For instance, Nutanix's personalized coaster activity is an example of how tactile, engaging experiences can leave a lasting impression.

Actionable Insights For Marketers In The Industry

**Speak to Outcomes,
Not Just AI**
Quantify time savings, operational efficiencies, and patient impact.

**Leverage Real-World
Success Stories**
Use case studies and testimonials to demonstrate value.

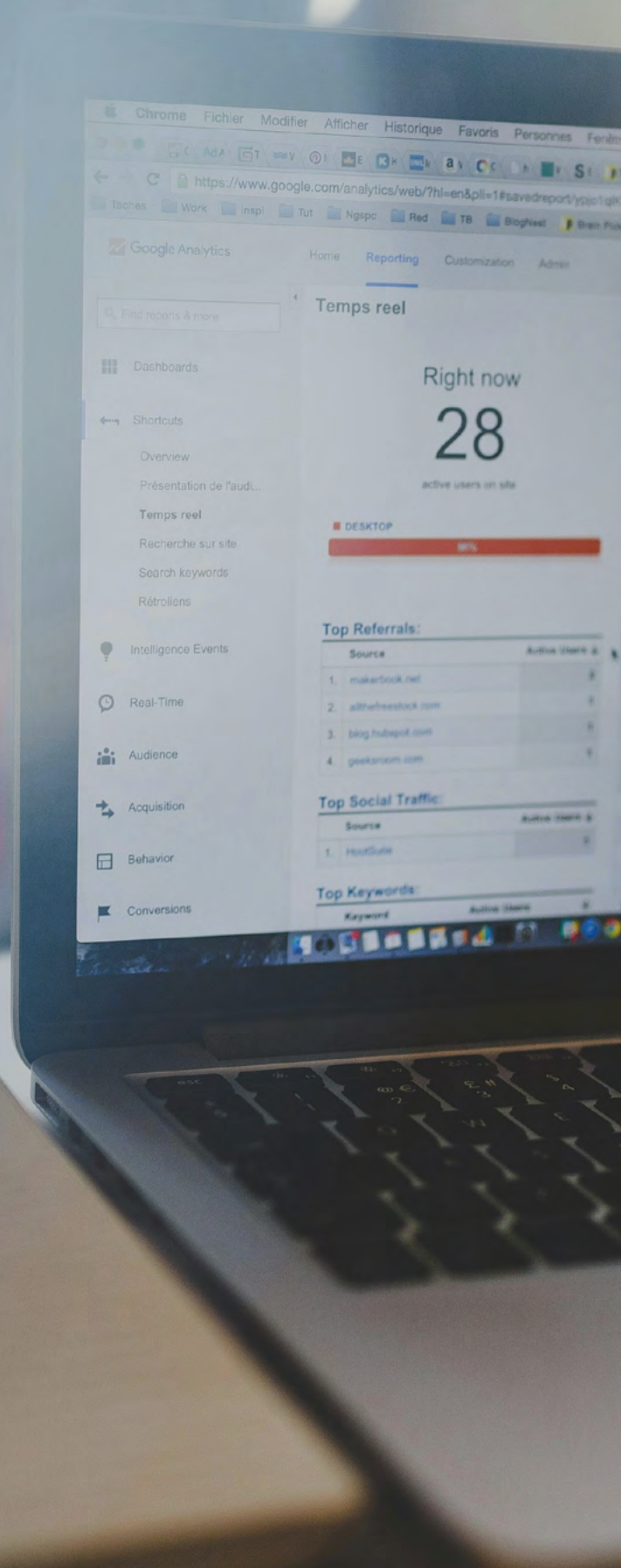**Align with Healthcare
Pain Points**
Address interoperability, cybersecurity, and clinician burnout directly.

Invest in Thought Leadership
Position your brand as a strategic industry partner, not just a vendor.

Make Content Easily Digestible
Decision-makers don't have time for fluff—keep it short, insightful, and actionable.

CLOSING THOUGHTS

The Future
is Connected

HIMSS25 made one thing clear: the future of healthcare is not about isolated innovations—it's about building an ecosystem where AI, interoperability, and cybersecurity work seamlessly together.

As the industry moves forward, healthcare organizations and technology providers must break down silos, modernize infrastructure, and focus on real-world impact. AI adoption will continue to rise, but its success depends on trust, data accessibility, and seamless integration into clinical workflows.

The challenge is no longer whether to innovate—but how to do it responsibly, securely, and efficiently. Organizations that take proactive steps today in future-proofing their IT, aligning AI with real clinical needs, and prioritizing security and compliance will define the next era of healthcare.

Who
we are

Norvell Jefferson is a creative marketing agency focused on Health, Food, Tech, and Sustainability sectors.

We craft smarter communication and activation strategies for success, simplifying complex science into comprehensive insights, uncovering your authenticity and create visually original stories.

Our goal is to position you as the go-to brand in your industry. Our key?

Imagination.

DISCOVER OUR WEBSITE

"Using imagination to touch the hearts and minds of your audience"

Got
inspired?

Follow us for more marketing insights and imaginative creativity:

FOLLOW US ON LINKEDIN

Our expertise

Crafting unique brands, campaigns and experiences that spark action and build lasting connections with your audience

DISCOVER INSPIRING CASES

BRANDING

Brand research

Brand strategy

Brand storytelling

Brand identity

Branded content

Employer branding

CAMPAIGNS

Product launch campaigns

Social media marketing

Omni-channel campaigns

Content marketing

Corporate communications

Recruitment campaigns

EXPERIENCES

Brand experience

Event marketing

Gamification marketing

Virtual Reality marketing

Interactive websites

Point of Sales marketing

How we work

Our four-step model

To help you reach your business objectives more successfully, we've created a four-step model that helps us steer any project in the right direction. It's designed to ensure better results through standardization without losing the flexibility to maintain speed and momentum.

You decide where you wish to start, but our experience has taught us that by using the four-step model, projects are more consistent, quality is higher, and efficiency is increased, resulting in a higher value for money.

01 **True North Method**
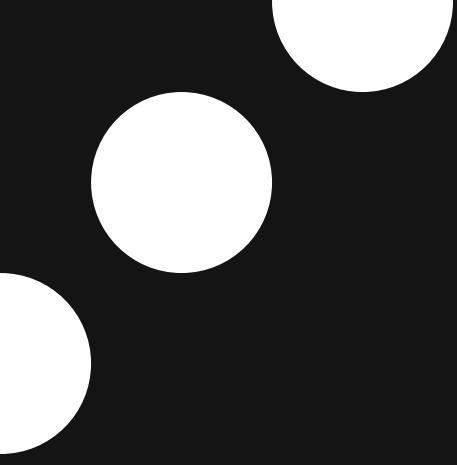Setting you up for success

02 **Ideation**
Imagining the new

03 **Creation**
Crafting stories that stick

04 **Activation**
Reaching audiences and spark action

DISCOVER OUR SERVICES

Curious how you can create more impact?

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