


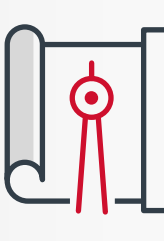


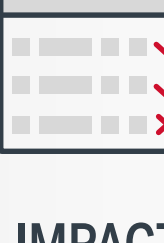
# Don't Overlook Your **INTERNAL** Mobile Maturity

Mobile technology has advanced on multiple fronts and continues to evolve with new releases every year. It can be a transformational force for clinical collaboration, population health management, and consumerism. But while mobility is increasingly applied to external-facing digital front door initiatives, many stakeholders overlook their internal application maturity. Ensuring that mobility is an organizational core competency is the key to preventing one-off initiatives that lead to non-integrated, unsustainable, unmanageable headaches.

Here is our five-stage framework for judging the maturity of your mobile initiatives. In addition, we provide a checklist for you to start evaluating your program's success.



## Mobile initiatives maturity framework

STAGES	MINIMAL	FOUNDATIONAL	ADVANCED
	Department-level initiatives	Division- or enterprise-wide initiatives	Enterprise-wide initiatives that are extended to partners and affiliates
 STRATEGIZE	Executives are aware of strategic initiatives Initiatives are related to strategic plan Minimal risk analysis involved in strategic initiatives	Initiatives have approval and support of executives Initiatives support and enable strategic plan Basic risk analysis involved in strategic initiatives	Initiatives are driven by board, executives, and key stakeholders Initiatives are critical parts of transformational strategic plan Detailed risk analysis involved in strategic initiatives
 DEVELOP	One-off apps Apps are built in-house with ad hoc tools or acquired with minimal due diligence Stand-alone apps with no workflow integration	Vetted/branded suite of apps Apps are team-developed with industry standards/acquired after due diligence Integrated apps	Suite of apps built on mobile platform Apps are developed by a center of excellence team using leading tools or acquired from a leading vendor Enterprise-wide apps that are embedded in multiple workflows
 DEPLOY	User-specific rollout and support User-driven procurement and management No mobile device management Minimal or no mobile policy	Division- or enterprise-wide rollout and support Corporate-assisted procurement and management Corporate-assisted mobile device management, selective BYOD Add-on, role-based mobile policy	Enterprise-wide rollout and support that is extended to partners and affiliates Full lifecycle corporate procurement and management Enterprise-wide mobile device management, broad BYOD Mature and integrated tiered mobile policy
 MEASURE	Manual pull of metrics to departmental users Basic reports of data Success metrics are loosely defined, after the fact	Push metrics feed divisional goals Metrics incorporated into dashboards with summaries Success metrics are periodically reviewed for hard and soft benefits	Push metrics with rule-based notifications Metrics integrated into organizational dashboards and analytics Success metrics are closely monitored for hard and soft benefits
 IMPACT	Mobile initiatives play a tactical role in organization's strategic goals Initiatives have a short-term focus Initiatives are scaled only to similar users	Mobile initiatives support organization's strategic goals Initiatives are scaled across multiple divisions Initiatives pave the way to explore new apps and users	Mobile initiatives drive organizational transformation Initiatives are part of a scalable, progressive strategic plan Initiatives motivate and inspire new workflows

## A master checklist for mobility success

STRATEGIZE	DEVELOP	DEPLOY	MEASURE	IMPACT
<ul style="list-style-type: none"> <li>Drive buy-in and support from key stakeholders</li> <li>Include mobility as part of transformational strategic plan—include on roadmap with initiatives clearly linked to organizational goals</li> <li>Establish governance with a process for prioritization</li> <li>Secure funding and resources</li> <li>Perform detailed risk analysis for business, clinical, and legal perspectives</li> </ul>	<ul style="list-style-type: none"> <li>Build on a mobile platform</li> <li>Develop apps with an experienced center of excellence team using leading-edge tools, or acquire from a leading vendor with due diligence</li> <li>Adopt mobility standards such as FHIR</li> <li>Integrate mobile apps into the enterprise architecture</li> <li>Fit apps into key workflows</li> </ul>	<ul style="list-style-type: none"> <li>Provide organization-wide communication and visibility</li> <li>Drive adoption of mobile apps with events, incentives, and marketing</li> <li>Support the full lifecycle of mobile apps from procurement to disposal</li> <li>Use an enterprise-integrated mobile device/application management and support BYOD</li> <li>Roll out a mature, technology-enabled mobile policy</li> <li>Ensure education and training for users</li> </ul>	<ul style="list-style-type: none"> <li>Ensure that apps have rule-based notifications integrated with organizational goals</li> <li>Incorporate analytics for dashboard trending and predictive analysis</li> <li>Ensure well-defined hard and soft metrics from project inception</li> <li>Continuously monitor progress for iterative improvement</li> </ul>	<ul style="list-style-type: none"> <li>Use mobility to drive digital transformation efforts</li> <li>Act and improve on measurements and remain committed to improvement</li> <li>Embed enthusiasm for mobile initiatives within the organizational culture for long-term value</li> <li>Ensure initiatives are part of a scalable, progressive plan</li> </ul>

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