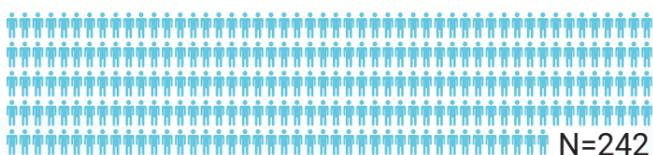**Reaction Data**

Introduction

There is a lot of hype about moving traditional on-premise solutions to the cloud but most healthcare organizations are only doing so gradually and, in many instances, hesitantly. This industry brief covers just a few of the lessons we've learned from research we've been doing on cloud adoption.
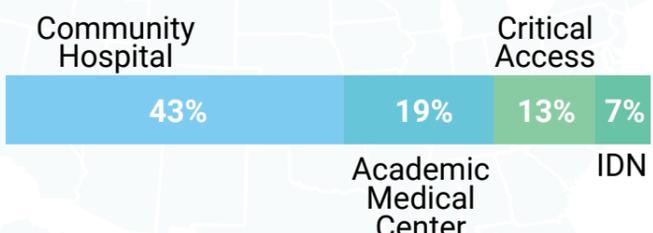
Demographics

Participants

Radiology Director | CIO | CFO | IT Director | PACS Admin | Imaging Director | VP Finance

Other titles include CEO, COO, PACS Manager, CMO

N=242

Facilities

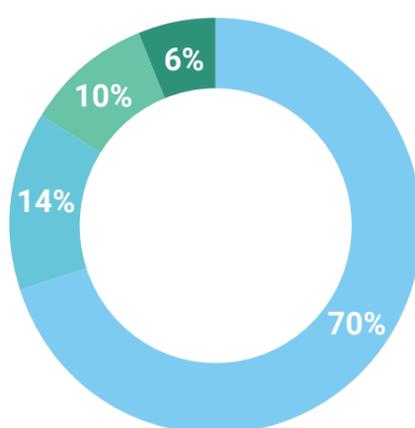| Community Hospital		Critical Access	
43%	19%	13%	7%
	Academic Medical Center		IDN

Other facilities include: long term care, specialty clinics, imaging centers, children's hospitals, mental health facilities and others

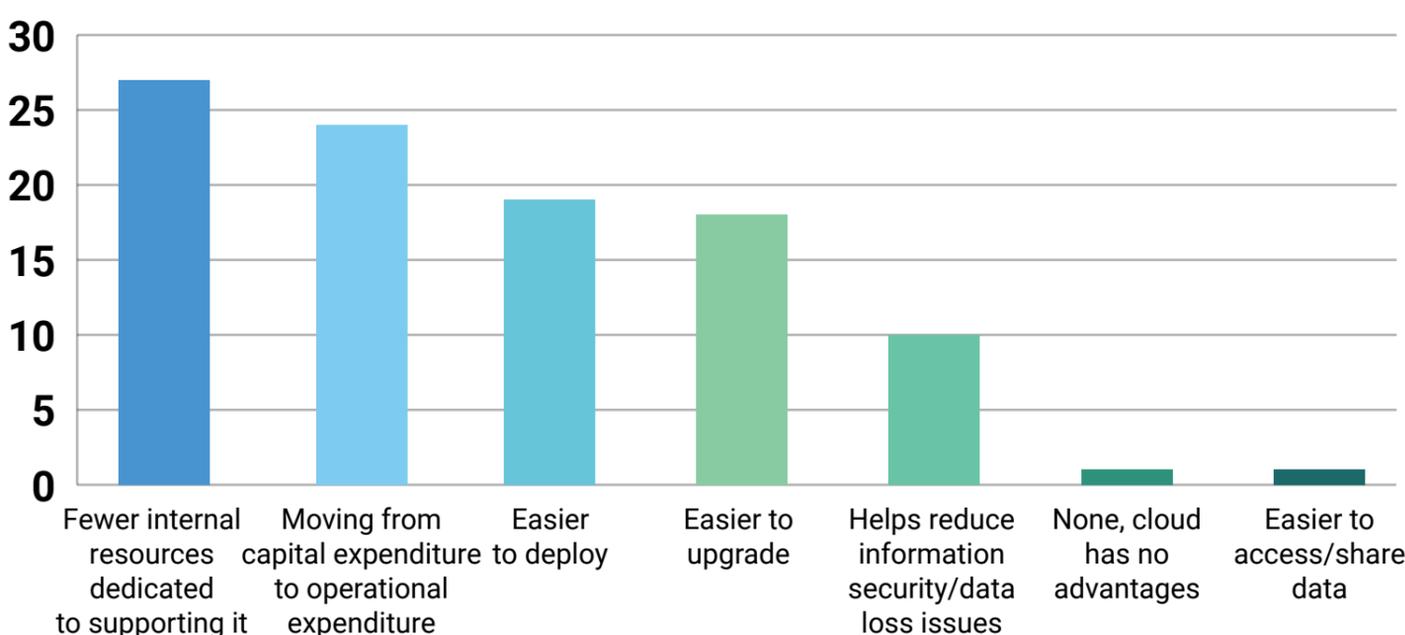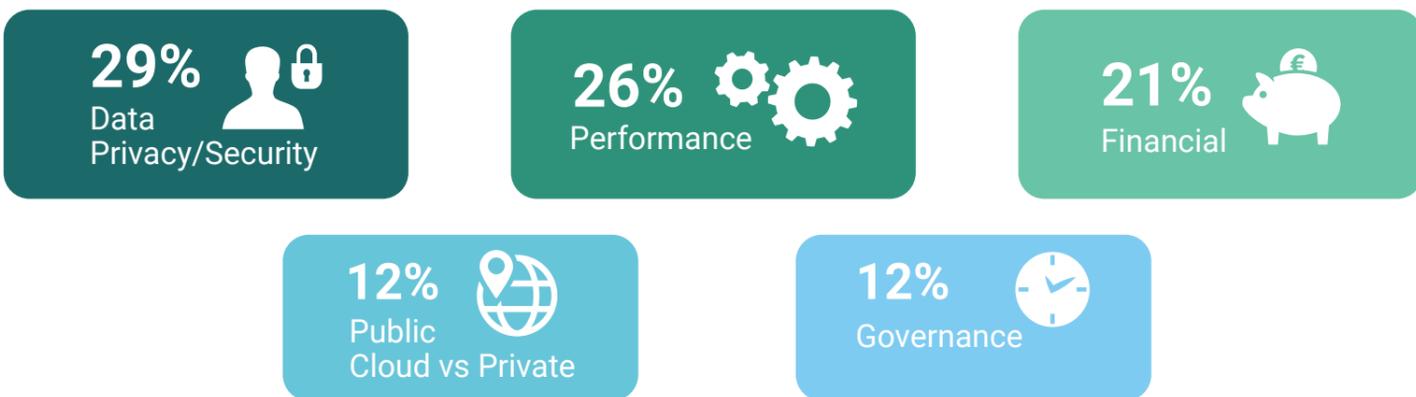## Opinions on Cloud Technology

- 70% It's where the IT industry is heading
- 14% Intriguing concept, but not ready for prime time
- 10% Over-hyped
- 6% Other

Cloud Technology vs On-Premise

Where Cloud is Superior to The Traditional On-premise Model

Category	Value
Fewer internal resources dedicated to supporting it	27
Moving from capital expenditure to operational expenditure	24
Easier to deploy	19
Easier to upgrade	18
Helps reduce information security/data loss issues	10
None, cloud has no advantages	1
Easier to access/share data	1

Key Considerations When Moving to the Cloud

- **29%** Data Privacy/Security
- **26%** Performance
- **21%** Financial
- **12%** Public Cloud vs Private
- **12%** Governance

Direct Commentary

"Cloud access, at least for PACS, expedites patients care and reduces radiation exposure." – Imaging Director

"Cloud services vendors like to do upgrades, make changes, force changes to keep standardization, all to keep their support costs low. This often does not line up with 24/7 facility. Random outages, maintenance issues, mistakes they make etc. can quickly erode the value of this type of service. Speed and accuracy is of paramount concern, more so than the cost of the technology." – CIO

"Cloud is not a far away thing. We have over 70–80% of our software in the cloud already–including our EHR." – CIO

About Us

The Research Cloud

Our enterprise research platform is designed specifically for the healthcare industry ensuring your custom research projects are completed in record time.

Market Pulse

A subscription service which constantly provides our clients with timely research on their markets – M&A activity, regulatory changes, buying patterns, new technology adoption, etc.

Advisory Services

Our data-driven, fact-based advisory services deliver highly accurate recommendations, analysis, and strategies.

For more information about Cloud Adoption trends, please contact our CEO, Jeremy Bikman - jbikman@reactiondata.com