

What even is a CCO?

(or why medical leaders need to engage in digital transformation)

What is digital health?

What it is

- Making life better for people, using technology
- QI – through a digital lens

What it isn't

- Shiny gadgets
- Focusing on the tech, at the expense of people
- Starting with the solution, rather than the problem

The top 5 reasons why medical leaders need to understand digital transformation

1. It is an enabler to **improving care provision**
2. Strong clinical (medical) leadership means we address rather than exacerbate **health inequalities**
3. It can help address **experience and productivity** for staff
4. It is a clearly stated **strategic aim** for the NHS (analogue to digital)
5. A rewarding potential career option?

Broad areas of my CClO role



Strategist



Fire fighter



“Doer”



Relationship builder



Patient advocate



Clinical/clinician
advocate