

# 5 REASONS TO LEVERAGE FLEXIBLE FINANCING FOR DIGITAL TRANSFORMATION INITIATIVES



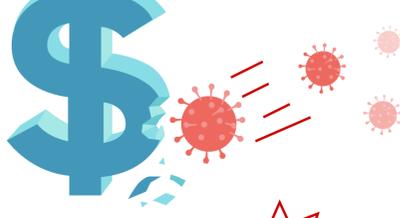
Healthcare organizations, from payers to providers, face a new reality of remote work, telehealth, and ever-tightening IT budgets. Digital transformation initiatives can bring savings, efficiency, and help enhance security—if they can be funded. Here's how flexible financing can help bring your organization's future state to reality sooner.

## Healthcare organizations face unprecedented financial strains...

Healthcare organizations are constantly challenged with trying to balance patient care and investment in new technology.

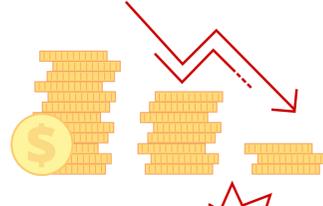


39% Of U.S. hospitals likely to see negative operating margins in 2021<sup>1</sup>



\$161.4 billion

Revenue losses suffered by U.S. non-federal hospitals in the first four months of the pandemic, from March to June 2020 (includes cancelled surgeries and outpatient treatment, and reduced emergency department services)<sup>2</sup>



\$122 billion

Estimated lost revenue for U.S. hospitals in 2021 under a worst-case scenario—an optimistic scenario estimates a total revenue loss of \$53 billion<sup>3</sup>



\$55 billion

Expected investment by healthcare industry in cloud computing—up from \$15 billion in 2018<sup>4</sup>

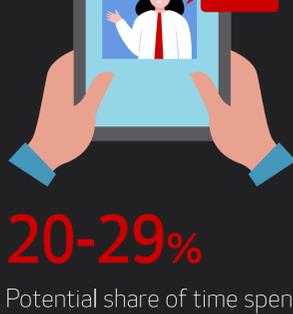


#1 barrier to progress in healthcare IT

Operating cost pressure cited by 77% of healthcare CIOs<sup>5</sup>

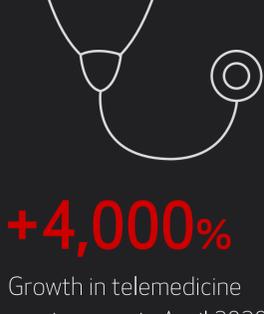
## ...as well as new work paradigms

Remote work and telehealth skyrocketed during the pandemic, but even as the situation stabilizes, the trend appears to be holding.



20-29%

Potential share of time spent working remotely for healthcare and social assistance sector<sup>6</sup>



+4,000%

Growth in telemedicine services use in April 2020<sup>7</sup>



30.2%

Of health center visits occurred via telehealth from June 26 to November 6, 2020<sup>8</sup>

## Needed: Technology that Changes with Your Needs

As healthcare organizations transition hybrid and cloud environments to accommodate remote work and telehealth, they need hardware and software solutions that can move documents and data in and out of the cloud.



Transform documents into data in the cloud with scanning and optical character recognition (OCR) capabilities.



Print sensitive documents with user authentication at the printer.



Collaborate and share data to facilitate remote work.



Streamline workflows with automatic routing.



Right-size devices to printing and scanning needs for in-house and remote workers alike.

## Solution: Smart financing

Smart financing of your Canon investments can help your organization obtain the technology it needs today while helping to ease cash flow concerns and keep up with ongoing technology upgrades.



1

### Save working capital

Flexible financing gives you the ability to reduce administrative and acquisition costs through a variety of options.



2

### Become more agile

Leasing gives you the option to easily add on, upgrade, or acquire new equipment or software when you need it.



3

### Simplify cash management

Fixed payments over a specific period of time help you manage how much you need to budget each month.



4

### Customer support

Vendor leasing enables you to receive comprehensive support from one organization.



5

### Peace of mind

Bundled billing can help simplify your administrative process and reduce the number of invoices you receive for processing and payment.

To learn more about the innovative ways in which Canon Financial Services can help you acquire and upgrade your technology, visit [csa.canon.com/transform\\_healthcare](https://csa.canon.com/transform_healthcare).

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Sources:  
<sup>1</sup> Healthcare Finance News, "Negative operating margins likely to haunt 39% of hospitals in 2021"  
<sup>2</sup> American Hospital Association, "Hospitals and Health Systems Face Unprecedented Financial Pressures Due to COVID-19"  
<sup>3</sup> KaufmanHall, "COVID-19 in 2021: The Potential Effect on Hospital Revenues"  
<sup>4</sup> Global Markets Insights, "Healthcare Cloud Computing Market to Hit \$55 Billion by 2025, Global Market Insights Inc."  
<sup>5</sup> CHIME, "2020 Health System CIO Priorities"  
<sup>6</sup> McKinsey & Co., "What's next for remote work"  
<sup>7</sup> U.S. News, "Health Care After COVID: The Rise of Telemedicine"  
<sup>8</sup> CDC MMWR, "Trends in Use of Telehealth Among Health Centers During the COVID-19 Pandemic — United States, June 26–November 6, 2020"