



**International Institute of Health Management Research (IIHMR), New Delhi**

**PGDM (HOSPITAL AND HEALTH MANAGEMENT)**

**(Batch 2022-2024)**

**RE\_SUPPLEMENTARY EXAM (4<sup>th</sup> Term)  
SUPPLEMENTARY EXAM (5<sup>th</sup> & 6<sup>th</sup> Term)**

**HIT 710-Planning for Digital Transformation**

**Date: June 26, 2024**

**Timing & Duration: 02:30-05:30 P.M. (3 Hrs.)**

**Max. Marks: 100**

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**Instructions:**

- Budget your time as per the marks given for each question and write your answer accordingly.
  - Don't write anything on the Question Paper except writing your Registration No.
  - Mobile Phones are not allowed even for computations.
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**Part A: Q. 1 to Q.10 (10 questions\*2 marks = 20 marks).**

**Multiple Choice Questions**

Q.1 What is the primary goal of digital transformation in organizations?

- a) To reduce the workforce
- b) To adopt the latest technologies
- c) To optimize business processes and improve performance
- d) To decrease customer engagement

Q.2 Digital transformation involves integrating what into various aspects of a business?

- a) Analog technologies
- b) Manual processes
- c) Digital technologies
- d) Traditional marketing methods

Q.3 Which of the following is a key component of digital transformation?

- a) Creating complex hierarchies
- b) Adopting rigid processes
- c) Emphasizing paper-based workflows
- d) Leveraging emerging technologies

**Contd...2..**

Q.4 What is the significance of agility and flexibility in digital transformation?

- a) To resist change and maintain traditional practices
- b) To ensure compliance with industry standards
- c) To adapt quickly to emerging trends and market demands
- d) To limit innovation and experimentation

Q.5 Digital transformation impacts various aspects of an organization, except:

- a) Business processes
- b) Customer experience
- c) Data collection
- d) Workforce productivity

Q.6 Which of the following technologies can be used for digital transformation in businesses?

- a) Manual record-keeping systems
- b) Traditional telephone systems
- c) Cloud computing and artificial intelligence
- d) Paper-based workflows

Q.7 Beyond evidence quality and favorable reimbursement, are there any other critical factors that organizations look for when evaluating digital health solutions?

- A. Regulatory Approvals
- B. Data Privacy
- C. Business plan and return on investment for the hospital
- D. All of these

Q.8 Keys to Successful Digital Transformation in Healthcare?

- A. Develop a vision of a digital future.
- B. Understand what your customers in the future want.
- C. Assess capabilities and gaps for future growth.
- D. Make digital a central element in master planning.
- E. All of these

Q.9 Interoperability is arguably the biggest challenge for MedTech, including complying with various national and international standards and protocols around the exchange and use of data.

- A. True
- B. False

Q.10 Parameters of Evaluation and Feedback

- A. Periodical Assessment to meeting business goals and objectives
- B. Gather feedback from users and stakeholders for continuous improvement
- C. All of the above

**Part B: Q.11 to Q.15 (4 questions \*5 Marks = 20 Marks) Attempt any four.**

**Q.11** Why digital Transformation happens slowly in healthcare domain list out the possible reasons?

**Q.12** List out the possible benefits of digital transformation for healthcare organizations?

**Q.13** What are the steps considered for the evaluation of HMIS software effectiveness in a setup?

**Q.14** What are the Benefits of Digital Transformation for patients in healthcare and explain it with pictorial presentation?

**Q.15** What are the key principles and tips for effectively talking to clients in a hospital setup?

**Part C: Q.16 to Q.20 (4 questions \*15 Marks = 60 Marks) Attempt any four.**

**Q.16** What are the steps and best practices considered for successful conversation with stakeholders?

**Q.17** What are the key issues related to personnels within an organization to contribute to a healthier and more productive workplace?

**Q.18** What are the key components and considerations related to clinical transformation?

**Q.19** How one can achieve the improvement, efficiency and adaptation towards the changing scenario or circumstances while considering change in processes effectively?

**Q.20** What are the digital solutions use cases to accommodate digital transformation in healthcare?