



We Mean Business

CIO MAGAZINE

RADHIKA KEDIA

Why Do CIOs Matter



CIO

- ▶ Mobile, Cloud, Big Data, and Social Technologies have created an environment where CIOs:
 - ▶ have unprecedented opportunities to make their mark
 - ▶ Ability to steer their company toward digital business
- ▶ “CIO is no longer just a chief informational officer, you need to be chief innovation officer and chief integration officer as well” –Stephen Gold, CIO of CVS Health

CIO 100 Awards

- ▶ Annual program that honors 100 organizations demonstrating excellence and achievement in IT



AT&T Direct TV-Luz Gonzalez

- ▶ Created a team out of cross section of whole company
- ▶ Once they did this, they launched a responsive website that could deliver ongoing improvements
- ▶ Key Parts: single code base for all devices and new decoupled architecture that could allow improvements to be made via UI/UX changes
- ▶ Hardest part was NOT technical work, but cultural and organizational challenges of getting everyone to embrace transformational change
- ▶ END RESULT: increased revenue, improved speed to market, quality improvements, and more flexibility

Dominos-Kevin Vasconi

- ▶ \$2.1 billion AnyWare ordering technology – 16 options
 - ▶ Voice ordering via text
 - ▶ Emoji's on Twitter
 - ▶ Smart phones, smart watches, smart TVs, Amazon Echo, Sync Entertainment found in Ford vehicles
- ▶ Became a reality because CEO, CMO, and CIO worked together
- ▶ Needed to be able to fail fast and move on

Metropolitan Washington Airport Authority (MWAA)-Goutam Kundu

- ▶ Created Travel Information and Revenue Enhancement Platform (TIREP) in 2015
 - ▶ Served as a central hub for all relevant info related to airport travel experience
 - ▶ TSA, baggage handling systems, airlines, etc
- ▶ 3 core technologies:
 - ▶ Data management and open API foundation
 - ▶ Responsive Website that is device agnostic
 - ▶ Strengthened connectivity infrastructure to create a robust coverage network

CVS Health-Stephen Gold

- ▶ Digital pharmacy that gives customers seamless experience within each of the company's 3 distinct lines of business
- ▶ Provided full prescription history and ability to refill prescriptions
- ▶ Streamlined process into one app-before it was multiple locations
- ▶ Result: 20 million text enrollments for pharmacy pickups and refills
- ▶ Goal: once system is fully implemented, Gold expects typical day to look like:
 - ▶ 40,000 patients (15 mill annually) visit site
 - ▶ Refill 90,000 prescriptions (33 million annually)

Cancer Treatment Centers of America (CTCA)- Kristin Darby

- ▶ Patient engagement system that provides:
 - ▶ internet access
 - ▶ serves videos for educational entertainment or relaxation
 - ▶ interfaces with a retail pharmacy for easy prescription refills
 - ▶ push notification for e- concierge
- ▶ Call light system with integrated workflow component allows interdependent communication without disturbing patients