

The medtech sector is undergoing a similar transformation. Regulatory changes like healthcare price transparency (45%) and the European Union's implementation of the Medical Device Regulation (MDR) (40%) top the list of impacts on revenue programmes. Nearly two-thirds of medtech companies are already seeing shifts as AI and automation are integrated into healthcare operations, and leaders are beginning to incorporate these approaches into their own company's revenue optimization and compliance processes. Looking ahead, 38% of leaders are focusing on adapting to value-based care

models, expecting further impacts on revenue optimization functions.