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Is Your Organization Digitally Mature?

by **Nancy Dvorin**

We're in our final weeks. This is your last chance to take the assessment developed specifically for *In Vivo* readers, based on the McKinsey *Digital Quotient*TM assessment to begin thinking through how digitally savvy your organization is (free survey.)

Digital innovation is high on the C-suite agenda, but what does it mean? How do you get started? Where do you invest?

Biopharma, medtech and diagnostics companies that want to keep up — or move ahead — must build innovative business models, test and invest in new capabilities and transform their cultures. When organizations do all of that effectively, they're rewarded with better financial performance.

McKinsey & Co.'s *Digital Quotient*TM is a metric for measuring the digital maturity of companies. McKinsey has assessed digital readiness in multiple industries and now they are partnering with In Vivo to do a deep dive in biopharma, medtech and diagnostics.

[Click here](#) to take the *Digital Quotient* assessment and begin thinking through how digitally savvy your organization is.