



# Issues and Insights

In this issue: The near-term future, the GenAI race, the march to transformation, the digitalization of healthcare supply chains, and Chief Tax Officer insights.

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## Predictions for the near-term future

Chief U.S. Economist Diane Swonk lays out the ten biggest structural issues facing our society—and gives us her perspective on their wide-ranging implications. It’s information you need right now. [Groundhog Day: Structural change watchlist \(kpmg.com\)](#)



## As tech adoption accelerates, GenAI becomes “table stakes”

Our survey shows that if you haven’t begun a GenAI program, you’re already falling behind. See how leaders are turning their tech investments into revenue generators, and how you can, too. [KPMG LLP AI & Digital Innovation Quarter Pulse Survey - Q2 2024](#)



## The future belongs to the transformers

Our latest survey confirms the importance of transformation for today’s businesses. See the steps leaders are taking to move their organizations into a digital-first world and learn how you can benefit. [Transforming the enterprise of the future - KPMG Global](#)



## How to speed up healthcare delivery

Healthcare supply chains are increasingly dependent on digital solutions. We identify and evaluate the technologies they’re using to help you select the approach that’s best for you. [Approaches for the evolving digital healthcare supply chain \(kpmg.com\)](#)



## What Chief Tax Officers (CTOs) see when they look down the road

Our annual survey draws on the perspectives of 300 CTOs in global companies and spotlights the transformations they are undertaking to drive tax functions that are strategic, collaborative, agile and resilient. See how they meet the challenge. [Industry Perspectives: KPMG 2024 KPMG Chief Tax Officer Outlook Study.](#)