

Digital Transformation in Healthcare by Prat Vemana

The world has experience healthcare on the centre stage in the last two years. The pandemic era has made us realise the impact of health and healthcare. But, how do we see this world post-pandemic?

In this session, Mr. Vemana discusses trends that are currently prevailing in the world of healthcare.

The most common reaction when someone tells us about a disease or symptom, is to look it up on google. So, it is safe to say that digital is becoming the first point of contact and today's consumer is much more informed about health and wellness.

Consumer experiences are rapidly expanding. Smart watches are now becoming of clinically accurate grading.

Inequities in health are also becoming very evident. Awareness around how digital can help is increasing every day.

Change can now be seen in every aspect of healthcare.

The payors are getting more involved in the health factor of their customers. The need for the providers to be actively engaged in digital healthcare is also becoming visible. Retailers such as Walmart, Amazon etc are amping up their efforts in the healthcare sector as well.

These ongoing changes have huge impacts on healthcare as a whole. Over 31 billion dollars have been invested on the sector just last year.

In order to recognise these changes and trends, and to prepare for a switch to digital, it is important to understand how to prepare the organisation to be ready for the switch. Some steps that can be followed for the proper transformation into digital healthcare are-

- 1. Start with the needs of the consumers**

Digital first means consumer first. When you look at a person as a whole and focus on an end-to-end health journey, it is easier to build a wholesome experience. When this journey is combined with experience driven medicine in both lifestyle and preventative healthcare, it leads to healthier living and increases the life expectancy.

- 2. It is all about culture and mindset**

When shifting to digital, you will need to bring experts and builders and provide them with the mindset and purpose of the project. When the purpose is clear and you focus on the value basis of your delivery, the number of lives that you can transform through your project increase drastically.

- 3. Build a technology infrastructure that enables transformation**

Healthcare today is driven by large purpose-built subsystems. An open ecosystem is needed to connect and create the intelligence needed. A right architecture that allows plug and play and is scalable is crucial for the digital shift.

Providing the customer with appropriate data and intelligence allows them to make informed choices and decisions.

- 4. Adopt agile ways of working**

Adopting an agile mindset, leaning on progress over perfection, and having a collaborative market where the consumers tell you what is working and what is not, is extremely important during the transformation. It is also crucial to have operational integration behind the scenes to ensure smooth functioning on all platforms.

5. Invest in people

Diversity in people and a collective mindset are two opposing ideas which are very important to be brought together when making choices. It is important to invest time, money and sustained efforts to coach and mentor the existing staff to come to terms with the new world.

When switching to digital, it is important to figure out how to manage costs, increase efficiency and still keep the bar of the quality of care delivered high. Affordability and equity are going to be critical events in the next era, and this digital transformation, when following the above five principles, is the key to unlock that.

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As of 2022, a recorded estimate of more than 193 million people in India are pre-diabetic, and the numbers have not been decreasing. The global burden of diabetes has doubled in the past 20 years, and India is one of the countries that have contributed most to this rise. The increase in diabetes rates is due to lifestyle changes and unhealthy eating habits.

These statistics make you wonder if you are safe from this crippling disease that takes thousands of lives every year.

Technology moves forward daily, and with it advances in medical science and information. And providing the customer with appropriate data and intelligence allows them to make informed choices and decisions.

Thanks to the internet, we now have all the information we need at our fingertips.

Read this article by WebMD's Chief Medical Officer and learn to spot the warning signs of diabetes early: <https://lnkd.in/gthdQXfy>