

1. Introduction: The Shift Towards Digital Healthcare

The healthcare industry is undergoing a **rapid digital transformation**, fueled by **emerging technologies, AI-driven diagnostics, telemedicine, and electronic health records (EHRs)**. With the rise of digital health services, the focus has shifted towards **enhancing patient experiences, optimizing operational efficiency, and strengthening cybersecurity measures**.



Fact:

- **Over 80%** of healthcare providers in the U.S. now use **EHR systems** for patient data management.
- The global **digital health market** is projected to reach **\$600 billion by 2027**, growing at a **CAGR of 16.5%**.