

”Disruptive Innovations in Healthcare”



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Disruptive Innovations in Healthcare :-

The concept of disruptive innovation has attracted significant attention since it appeared in Clayton Christensen’s influential book “The Innovator’s Dilemma.” Yet its meaning is often misunderstood or misapplied. More than a decade after the book’s publication, Christensen revisited the theory in the pages of the Harvard Business Review. He and his co-authors emphasized that disruptive innovation begins with products creating low-end or new-market footholds that relentlessly move upmarket, eventually displacing established competitors.¹ In other words, disruption starts when a company identifies and satisfies an unmet (and sometimes latent) need.

Take the automobile for example. In the late 19th century, cars were not a disruptive innovation. They were luxury items occupying the high-end of the transportation market. Most people continued using more affordable horse-drawn vehicles to travel.

1 Consumer devices, wearables, and apps.

In the past, a patient could get only biometric data about their pulse, heart rate, blood oxygen, and blood pressure when they went to the doctor's office. Now, consumers take charge of their own health journey, using data gathered from their Fitbits, smartwatches, and mobile phone fitness apps. Physicians can use the data gathered from these wearables to make treatment decisions, although the vast amount of personal information collected by these apps has led to legal and ethical concerns over data privacy.

2 AI and machine learning

AI applications can manage patient intake and scheduling as well as billing. Chatbots answer patient questions. With natural language processing capabilities, AI can collate and analyze survey responses. AI will probably increase in use as a way to bring down healthcare costs and let doctors and staff focus on patient care. Healthcare leaders must be knowledgeable about the issues surrounding database management and patient privacy.

3 Blockchain

is a database technology that uses encryption and other security measures to store data and link it in a way that enhances security and usability. This innovation facilitates many aspects of healthcare, including patient records, supply and distribution, and research. Tech startups have entered the healthcare sector with blockchain applications that have changed how providers use medical data.

4 Telemedicine

COVID-19 has undoubtedly accelerated the delivery of telemedicine, and experts affirm that telemedicine is here to stay. It's effective, doctors will be reimbursed for a telehealth consultation, and many patients prefer it. However, telemedicine is highly dependent on internet access, and some areas of the U.S. still have poor connectivity.