

The Future of Healthcare

Accelerating into a Connected, Patient-Centric Future

Atul Soneja
COO, CitiusTech

June 23 | Article

Summary

The healthcare landscape is a hotbed of activity. Amid the familiar discourse around healthcare affordability, access, and patient care, a new revolution is knocking at the doors. The rallying call for patient centricity and price transparency has highlighted the need for change in the current healthcare landscape that is not just a little trim around the edges. If done right, McKinsey predicts a trillion-dollar opportunity to transform care delivery.



We stand at the precipice of a new era for healthcare—one that is collaborative, digitized, accelerated, and fundamentally human-centric. So, what does this digitally led future of healthcare look like? And what are some of the areas that will shape the new narrative in healthcare?

Five priorities for the healthcare industry

1. Human at the center: Patient centricity and personalized care

Download

[The Future of Healthcare \(4 Pages\)](#)

Minimum reading time 15 Min | 1256 words

Netflix's meteoric rise stemmed from its ability to crunch massive volumes of data and deploy AI/ML models to deliver tailored recommendations to every user. Is it time to build the Netflix of healthcare?

One of the most significant shifts in healthcare has been triggered by the change in the outlook from disease management to preventive health. As people assume a more active role in managing their health and well-being, patient centricity has come into sharp focus. Indeed, it is one of the biggest challenges that payers, providers, and med-tech are trying to solve.

- How can we empower the patient to make better decisions about their health?
- What would it take to hyper-personalize treatment plans and provide precision medicine with proactive health support?
- How do we enable Value-Based Care (VBC) to deliver high-quality care at lower costs?
- How do we build a healthcare system where preventing disease would be more profitable than treating one?

These are the questions leading industry minds are asking, not only because it's good for the patients but also because it makes economic sense.

The next phase of healthcare transformation is all about convenient, transparent, and personalized care attuned to individualized needs. To deliver on this healthcare utopia, we need a nitrous oxide boost called digital transformation.

2. Enter the Matrix: A Connected Healthcare Ecosystem

The financial industry has proven how powerful interconnected systems can be. Fintech startups have leveraged open banking to access a broad array of financial data, driving innovative solutions like personalized investment recommendations and rapid loan approvals. What if we could drive similar, life-saving outcomes in healthcare? Estonia has done it with outstanding success. They've created fantastic, connected health ecosystems as early as 2016 by linking patient data from doctors, hospitals, and insurers.

The US healthcare space is ripe for connected ecosystems, and patients are already demanding the ease and convenience they are used to in other areas of life. New competitors, tech advancements, and regulatory changes are also pushing the connected health agenda. However, the mainstay of connected health – interoperability – remains a challenge for the US healthcare system. While the technology for secure, cost-effective data-sharing solutions exists, the adoption has been slow.

In the coming years, creating an underlying data fabric – to create permissioned, real-time access - will be key to building connected health ecosystems that can drive better patient outcomes and reduce costs for the entire system.

3. House Calls 2.0: Virtual Hospitals

Remember the good old days when doctors did house calls? Well, they're back and better than ever. Covid-19, while a menace in itself, turbocharged the telehealth market into an impressive \$250 billion industry.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonumbrat voluptat. Ut wisi veniam, tation ullamcorper lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in.

Name Surname
Designation, company, source

Virtual hospitals are not only a solution for overburdened health systems, affordability, and accessibility but can also transform the quality of life for patients with chronic conditions and morbidities. The already available; the question is, how quickly will providers leverage it?

Article

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[Know more](#)



4. Drug Development at Warp Speed

It takes decades and billions of dollars to develop a new drug was an accepted industry fact. Then Covid-19, a global tragedy, pulled off an impressive magic trick – it collapsed time. The drug development cycle, once a marathon, transformed into a 100-meter dash, delivering vaccines in record time.

But how did we achieve this warp speed? The answer lies in Artificial Intelligence's (AI) phenomenal capabilities to predict, simulate, and experiment with potential drug behavior at a rapid pace. Adding Generative AI to the mix has only expanded the possibilities, and many companies like Insilico Medicine are already using generative models to predict new drug candidates, design and optimize molecular structures, and analyze large datasets. These strides are impressive and must now be applied to all aspects of drug development.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonumbrat voluptat. Ut wisi veniam, tation ullamcorper lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in

5. The Technology Table Stakes: Cloud, Automation, AI

Healthcare players need to bring their house in order to drive digital transformation at scale. Cloud, automation, and AI have a massive potential to revolutionize healthcare. For instance, Cloud can make healthcare's massive data volumes available on demand, facilitating informed decision-making and paving the way for personalized care. Automation can take over repetitive tasks - appointment scheduling, billing, and even medication management, freeing healthcare professionals to focus on what truly matters - patient health. And AI use cases range from enhancing diagnostics with machine learning algorithms, enabling early disease

✓ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

Sed diam nonummy nibh euismod Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla augue duis dolore te feugait nulla facilisi.

> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet, sed diam nonummy nibh euismod

> Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Name Surname
Designation, Department, Industry

Similar topics

Healthcare

MedTech

Case Study

Gen AI

Related Articles



Article
Lorem ipsum dolor sit amet, consectetur adipiscing



Case Study
Lorem ipsum dolor sit amet, consec tetuer adipiscing Lorem ipsum dolor sit



Whitepaper
Lorem ipsum dolor sit amet, consectetur adipiscing



Article
Lorem ipsum dolor sit amet, consectetur adipiscing



[About us](#) [Contact us](#) [FAQ](#) [Privacy policy](#)

Subscribe

Connect with us on other platforms

