



Digital transformation in healthcare: What you need to know





Introduction

Healthcare, like many other industries, has experienced a transformation due to technology. Patients are reaping the [benefits of this digital revolution](#), enjoying **remote consultations**, easy access to medical records, and improved diagnosis.

While challenges like privacy and security concerns persist, the **advantages of digital transformation outweigh the drawbacks**. It's a permanent shift that is reshaping how we work and live.



Defining digital transformation in healthcare

Digitalisation in this industry **aims to improve medical services and workflows**. It involves adopting similar tools and trends seen in other sectors but with a critical difference.

The ultimate goal is to **bridge the communication gap between patients, doctors, and operators**, leading to smoother interactions and improved healthcare experiences.





Why is it important?

The healthcare industry tracks digital transformation for seven key reasons:

- Improve **access to healthcare services** and information.
- Enable **seamless communication and collaboration** among healthcare providers.
- Boost patient engagement and empowerment.
- Streamline administrative tasks and reduce paperwork.
- Enable targeted care through data-driven insights.
- Facilitate **remote consultations and telemedicine** for convenient access to care.
- Foster innovation and research to develop new treatments and technologies.



Benefits:

Health tech for medical facilities:

- Efficient workflow processes
- Fewer **costs and better ROI**
- Smooth communication with patients

Health tech for patients:

- Better and more personalised service
- More **accurate diagnosis**
- User-friendly access to health records
- Easy appointment scheduling
- Remote medical consultations



Challenges encountered in healthcare digital transformation

Global digital transformation spending is projected to reach **\$3.4 trillion by 2026**, according to Statista.

Denmark emerges as the leading digitally competitive country. In contrast, **North America and several European countries show moderate growth rates.**

Many companies in these regions have only recently gone down the digital transformation road or are yet to begin. So, why is health tech development progressing slowly in these areas?





Reasons: Slow development in health tech

Cybersecurity issues

Health organisations face **data leaks and breaches** due to growing patient information in digital transformation.



Limited funds

Leaders prioritise **ROI over exploring benefits**, despite the potential for higher scalability and profits with new tech.



Slow adoption of tech

An **ageing workforce and busy schedules** affect the ease of learning new software.





Healthcare's digital transformation trends

AI & Machine Learning

AI is **transforming healthcare, with major companies like IBM and Microsoft** developing tools for medical processes. Learning from data exposure, AI shows promise in patient care despite data challenges.

Telemedicine

During COVID-19, telemedicine surged as healthcare providers started treating **patients remotely via phone, video, or chat. Now, 80% of consumers use it**, with two forms: synchronous (real-time interaction) and asynchronous (offline assessment of transmitted medical data).

IoT (Internet of Things)

IoT revolutionises healthcare hardware, complementing telemedicine's software-focused approach. Portable gadgets like **heart rate devices and wearable sensors monitor patients with Parkinson's disease**, transforming lives. IoT benefits older individuals with chronic conditions in remote areas, enabling faster decision-making for doctors in critical situations.





Summing up

1. Healthcare digital transformation **improves access, communication, patient engagement**, and innovation.
2. Health tech benefits: **efficient workflows, cost savings, personalised service**, and remote consultations.
3. Emerging trends: AI enhances processes, telemedicine enables remote care, and **IoT transforms monitoring and treatment**.
4. The challenges include cybersecurity, investment, and slow tech adoption.

Ready to take the next step? Feel free to contact us to discuss digitising your healthcare organisation and optimising operations using our dedicated software development teams!



Thank you



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