

# Digitalization trends in the health care industry

ConhIT report: Health care shows great promise for digitalization initiatives



There is high discrepancy between aspirations and reality



## Big data and artificial intelligence

Network of organizations, intelligent data processing and automation

→ Increasing investments in solutions such as electronic document management, image recognition and risk analysis have been made, yet the potential has not been fully exploited



## Digital monitoring

Digital monitoring of internal processes

→ Despite the fact that automatic screening processes already support various procedures (e.g., completion of patient data), manual amendment is still required and the process does not function end to end



## E-learning

Virtual reality programs for training

→ Effective virtual reality training programs are offered (e.g., digital operations) but rarely used



## Electronic medical records

Cross-case, nationwide storage of healthcare information  
→ The supply of different electronic medical record solutions is on the rise – since integrated platforms are missing, banking on integrative solutions is advisable



## Digital client interaction

Digital service channels along the entire treatment process

→ There are successful stand-alone solutions (e.g., video-chat consultation) and increased omnichannel management, but no integrated patient journey from doctor to insurance is currently available

What are the next steps?

Show courage regarding technology innovation and tackle digitalization proactively:

- Take advantage of impulses from technology, openness of both politics and regulation, and increasing customer acceptance
- Gather experiences with pilot projects in process automation, e.g., blockchain und RPA
- Closer involvement of insurance companies as partners for digitalization initiatives
- Cooperation with health care start-ups to quickly launch innovative solutions

Source: Arthur D. Little / ConhIT Trade Fair Berlin

For further information, please contact:

