

# DIGITAL TRENDS IMPACTING HEALTHCARE





# TABLE OF CONTENT

SOCIAL MEDIA.....4

BLOCKCHAIN.....6

INTERNET OF MEDICAL THINGS.....8

ARTIFICIAL INTELLIGENCE.....10

DIGITALLY EMPOWERED PATIENTS .....12



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# SOCIAL MEDIA

## MULTIPLE PLATFORMS

There are multiple platforms and these provide many opportunities to communicate and engage with healthcare professionals and patients

## ENORMOUS POTENTIAL

There's enormous potential for social media in healthcare, however, it's generally under-utilised

SOCIAL MEDIA IS WIDELY  
USED IN **HEALTHCARE**

## INTERESTING FACTS

social media is widely used in **healthcare**

**88%**  
**DOCTORS**

Use Social Media to research new products and treatments

**60%**  
**DOCTORS**

Say that Social Media improves the quality of care delivered to patients



# TODAY

## **COMPANY AND EMPLOYER BRANDING**

CONFERENCE ATTENDANCE AND UPDATES

## **DISEASE AWARENESS**

EDUCATION

## **NEWS FEEDS**

PATIENT STORIES

## **PROMOTING CHARITY SUPPORT**

PUBLISHING RESEARCH RESULTS

# THE FUTURE

## **PRIVATE GROUPS AND COMMUNITIES OF ENGAGEMENT**

MICRO-CONTENT: RELEVANT AND RELATABLE

## **STORY-TELLING**

ADVANCED DATA ANALYTICS TO  
FACILITATE MICRO-SEGMENTATION

## **VIDEO**



# BLOCK CHAIN

## LINKED DATA RECORDS

Blockchain is a secure, interconnected, distributed computing system. It comprises lists of linked data records, called blocks

## HIGHLY SECURE

This highly secure technology will improve the integrity of medical data

**BLOCKCHAIN IS A NEW WAY OF  
THINKING ABOUT DATA STORAGE**

# \$20 BILLION

2024 value of the global  
blockchain market

## INTERESTING FACTS

Blockchain is shaping the future  
delivery of **healthcare**

# 1000 IBM EMPLOYEES

dedicated to blockchain-powered projects

# FROM HYPE

**Blockchain will be behind the technology that  
supports the product**

- Better security
- **Better trackability/traceability**
- Improved supply chain management

# TO REALITY

**More efficient data management  
eg. medical research**

- Electronic health records using Blockchain

# INTERNET OF MEDICAL THINGS

## WEB-ENABLED PLATFORMS

IoMT are platforms of web-enabled devices that collect, send, analyse and manage data using sensors, processors, software and hardware

## IDENTIFYING ISSUES

IoMT devices can monitor and provide healthcare providers with data to identify issues before they become critical or to allow for earlier intervention

**INTERCONNECTED  
DIGITAL SYSTEMS ARE  
TRANSFORMING MEDICINE**

**INTERESTING FACTS**  
the Internet of Medical things is transforming the **healthcare** sector

**80  
MILLION**

wearable sensors in use in the  
healthcare market

**\$117  
BILLION**

Market value of healthcare related  
IoMT technology

## INTERNET OF MEDICAL THINGS | THE FUTURE

- **More patient specific data in real-time**
- Increase in remote monitoring, esp chronic diseases
- **Increase in app development**
- Digestible sensors
- **Smart contact lenses that measure glucose levels**





# ARTIFICIAL INTELLIGENCE

## INTERESTING FACTS

Artificial Intelligence will promote better **patient** outcomes

### MULTI-LAYERED NETWORKS

Artificial Intelligence mimics the brain's activity using multi-layered networks

### ARTIFICIAL INTELLIGENCE HAS THE ABILITY TO ANALYSE LARGE AND COMPLEX DATASETS

### VALUABLE INSIGHT

AI can identify valuable connections and insight across millions of pages of text and data – from pharmaceutical discovery to patient treatment pathways

**\$600  
MILLION**

Health AI market

**IN 2014**

**\$6  
BILLION**

Health AI market

**IN 2021**



## ARTIFICIAL INTELLIGENCE

# THE FUTURE

- **Research & Discovery**
- **Healthcare data management** – analysing unstructured data
- **Diagnostics** – radiology, cardiology, dermatology
- **Patient treatment plans**
- **Precision Medicine** – analysing genetic information and predicting diseases and treatment responses
- **The future workforce** – the nature of jobs will change

# DIGITALLY EMPOWERED PATIENTS

## INTERESTING FACTS

informed patients are driving **change**

### KNOWLEDGEABLE AND NETWORKED

Today's patient is knowledgeable and networked. They use technology to research and to make decisions

### PATIENTS HAVE NEVER BEEN MORE INFORMED

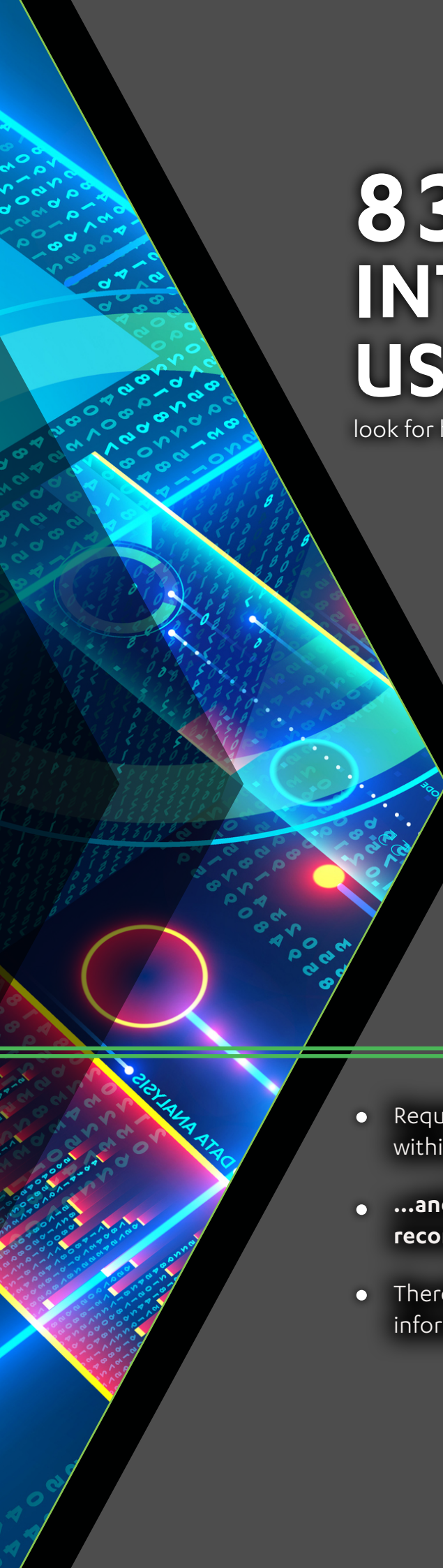
### EMPOWERED PATIENTS

Patients are empowered and are demanding innovations to meet their needs

## THE FUTURE

- **More knowledgeable, networked, informed and empowered**
- Using personal healthcare data (from IoMT and Blockchain enabled medical records)
- **Importing it into AI programs to mine internet datasets**






# 83% INTERNET USERS

look for health information on the Internet

# 50% OF THESE SEARCHES

were on behalf of someone else

- 
- Requesting personalised treatment plans. Confirming this within private social media communities...
  - **...and then presenting to the doctor with their own recommendations for treatment.**
  - Therefore the doctor must be knowledgeable, networked, informed and empowered.



**PHARMACEUTICALS & MEDICAL DEVICES**  
FROM DISCOVERY TO COMMERCIALISATION

**AGED CARE & COMMUNITY SERVICES**  
FROM RESIDENTIAL TO HOMECARE

**MEDICAL & NURSING**  
FROM CLINICS TO HOSPITALS

**ALLIED HEALTH & MEDICAL IMAGING**  
FROM PRACTICE TO COMMUNITY

TOGETHER,  
WE ENHANCE LIVES.