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Telemedicine and healthcare administration – digital health transformation

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The digital health transformation is a reality that arises from the demands of users and patients, who ask for new services, new ways to access healthcare and new behaviors. Health organizations must be able to understand and adapt to this new reality; but it is also a great opportunity for differentiation and for providing value beyond traditional health care. Users have changed a lot in the last 40 years. Before, we looked for a health service that gave access to the best professionals and the best health centers; nowadays, users demand different things: they demand more information about their health, they demand prevention, they demand self-management tools and they demand the best personalized services wherever and whenever they are. Those who can read these new demands and adapt to them, will have a privileged position and a clear differential value. Till now, health delivery was restricted to the four walls of hospitals and care centers. Users are asking to move beyond those barriers and access healthcare from any location, no matter where. Not only that, they want proactive prevention services that allow them to stay healthy making their daily life. That is where telemedicine and new digital health solutions have a tremendous space for success. Sometimes, we used to think that digital transformation is about new technologies or new devices, but digital transformation is about changing the processes, adapting the pathways, at the end, changing the way of delivering solutions and interacting with users. If there are only new technologies without changes, then we cannot talk about digital transformation. Digital transformation translates into new business models, new opportunities, and new market strategies. But design and implementing a new digital strategy in the health organizations is not easy. It's not only about designing new services and solutions, it's about changing the organizations' culture, empower employees in a different way, and create a cooperative ecosystem beyond the boundaries of the own organization. Moving from a 'me-myself-and-I' approach, to an 'open ecosystem approach', to enrich our value and deliver even best solutions to the users.

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