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Renaissance in healthcare: executive learning opportunities power the digital health revolution

By Matt Brady



Let's first journey to NYC and Professor Stan Kachnowski, Director, Digital Health Program, Columbia Business School, as he presents the pre-show digital keynote for FIME 2022 (The Florida International Medical Expo) giving you insight into healthcare's emerging digital age.

Healthcare is entering a new era, forced in part by the pandemic, that will see explosive digital growth over the next decade, according to Professor Stan Kachnowski, Director, Columbia Business School Digital Health Program and Chair of HITLAB, an organisation offering digital health research, teaching and advisory services to improve health delivery.

"Over the last two years we would never have had several vaccines available in less than a year for a fatal disease had it not been for digital technologies," he said. "We just could not have made it big without the rapid recruitment of patients, the rapid collection of data, the rapid analysis of data using massive amounts of computational power, and then the rapid supply chain distribution and implementation of these vaccines."

While healthcare failed to respond to the dot-com revolution of the last 25 years, today it is catching up with other industries, the professor added, with health systems now virtualising much of what they are doing.

"Infrastructure for the new healthcare system is being built and will continue to grow at an unprecedented rate as the new normal by 2030," he highlighted. "By 2035 we are going to see virtual visits and remote patient monitoring become the norm."

Instead of low-single digits, we are going to see mid-double digit adoption rates over the next 10 years in the US.”

Much of this growth has been catalysed by the pandemic. Patients may now have meaningful interactions with clinicians through a smartphone or computer, saving half a day of their time. In parallel, local and federal governments worldwide have also changed their financing policies for digital health and remote patient monitoring.

Prof. Kachnowski added that the number of digital health companies that created sustainable business models and are now seeing unprecedented year on year growth is “stunning”.

*The above excerpt originally published in Omnia Health Magazine, to get your copy and see the full article and video interview or for more about FIME 2022 this July 27th -29th at Miami Beach Convention Center contact carol.prokap@informa.com

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