

## Voice-based AI will bring in next big transformation in healthcare: PwC India

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### PwC India releases a report titled 'A new healthcare era -Trends in a post-pandemic world'



Large-scale deployment of digital technologies and innovations are transforming India's healthcare landscape post the COVID-19 pandemic, according to a report launched by PwC India, titled 'A new healthcare era -Trends in a post-pandemic world.'

The report highlights emerging shifts in the healthcare domain. The increased focus on digitalisation has helped in accelerating contactless healthcare and faster decision making. Technological innovations have further helped patients and consumers to understand diseases better and subsequently, demand higher-quality healthcare services.

There has been a clear shift from brick-and-mortar healthcare centres to virtual-first care during the pandemic. There has also been a transition from medication to holistic addressable adjacencies, thereby disrupting traditional pharma practices. The report also states that the telemedicine model of the past is now becoming a full-stack virtual care model.

Dr Rana Mehta, Partner and Leader Healthcare PwC India, said, "Voice-based AI will bring in the next big transformation in healthcare."

According to the report, it is interesting to see how digital as a lever is unlocking agility and helping players move up the value chain across the sustainable well-being spectrum faster than ever before.

As per the report, contactless care is gaining ample momentum and the focus is moving towards reducing and optimising the number of touchpoints between the health system and health seeker, without losing the quality of care.