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Healthcare organisations need to consider creating right data environment: EY report

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The future of health lies in unlocking the power of data to deliver a personalised experience and improved outcomes



The pandemic has demonstrated that health care organizations can become more resilient, agile and innovative if they shift to digitally enabled business models with data at the core, according to an EY report, “Getting future ready”, released at BioAsia 2022 - Asia's largest Life-sciences and Health-Tech convention, taking place on 24 and 25 February. The report highlights how healthcare organizations need to create the right data environment to support a more human-centered approach.

Hitesh Sharma, National Tax Leader -Life Sciences, EY India said, “Healthcare delivery is moving outside the four walls of the traditional health system. Health care providers who take the lead in engaging with users across the health care value chain will be best placed to integrate the physical and the virtual world. Healthcare delivery in India, predominantly recognised for sick care delivery, will have to innovate in the coming decade to build next-gen capabilities, and unlock the power of data to enhance the overall healthcare experience.”

The paradigm of healthcare delivery is changing and is poised for a big leap forward, more so after the COVID-19 pandemic. A shift towards patient centricity, prevention, wellness, and anywhere and anytime healthcare delivery has created new opportunities to reimagine the entire patient journey. Data analytics and new technologies such as artificial intelligence, blockchain, sensor, etc. are reshaping the entire product value chain. Many pharmaceutical and technology companies globally are coming up with new solutions.

The EY report states that the road to leveraging artificial intelligence is built from good data. Healthcare organizations need to consider creating the right data environment to support a more human-centered approach. The report further delves into the five key trends in data that will enable this transformation.