



Integration of Technology for Patient Experience
Enhancement; Where to draw a line:
Humanising Healthcare in the Digital age

21st November 2024

The background image is a composite. On the left, a robotic arm with a complex mechanical structure is shown holding a light-colored chess piece. On the right, a human hand is shown holding a dark-colored chess piece. In the center, a chessboard is visible with several pieces in play, including a king, a knight, and a pawn. The overall theme is the intersection of technology and human decision-making in a strategic context.

The “Digital” effect on healthcare...

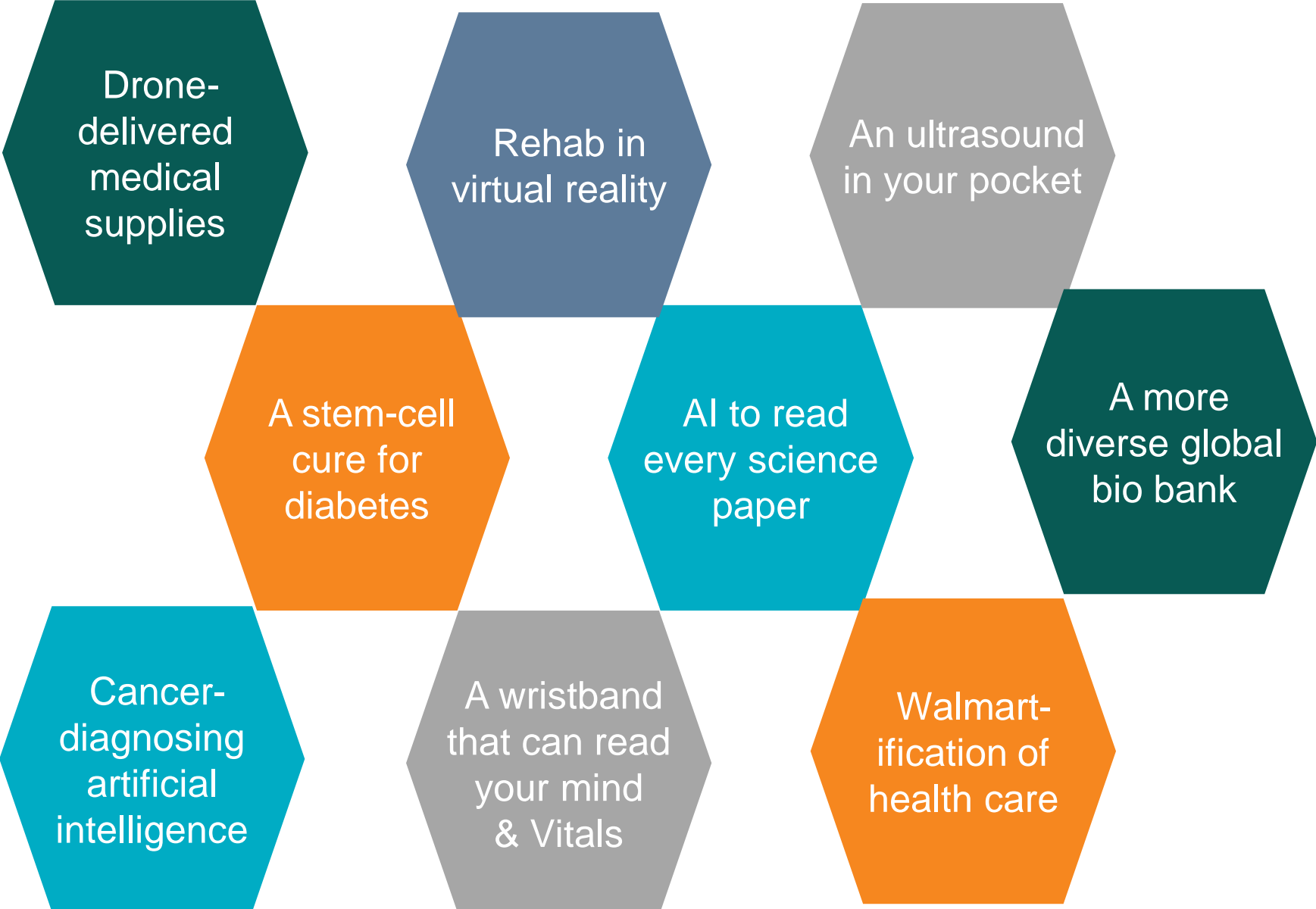
THE IMPACT OF DIGITAL ON THE GLOBAL HEALTHCARE INFRASTRUCTURE

- Healthcare provision, the economy, regulatory & social norms disrupted with technological excellence in diagnosis, care, accessibility and Preventive management.
- Medical Travel Programs & associated businesses, got significantly impacted a plethora of “novel” business opportunities



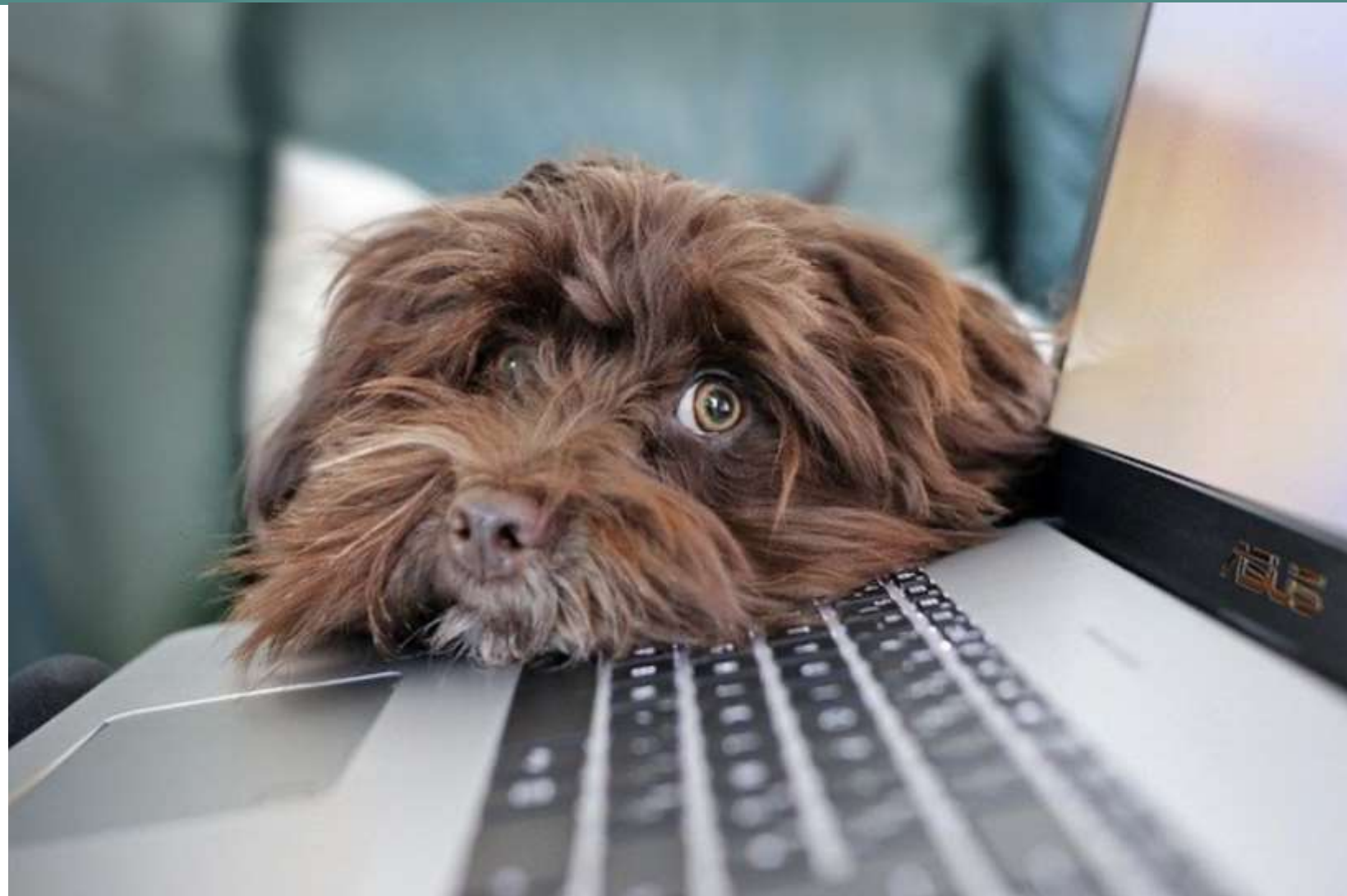
What did “Digital” do to Healthcare: Some ground breaking cases, which leads to us believe; “Digital is the answer to all problems”

THE “GOOD” IMPACT OF DIGITAL ON THE GLOBAL HEALTHCARE INFRASTRUCTURE



Source: *Time magazine* - 12 Innovations That Will Change Health Care and Medicine in the 2020s

Yet it takes seconds to bring you back from your “Digital World” !



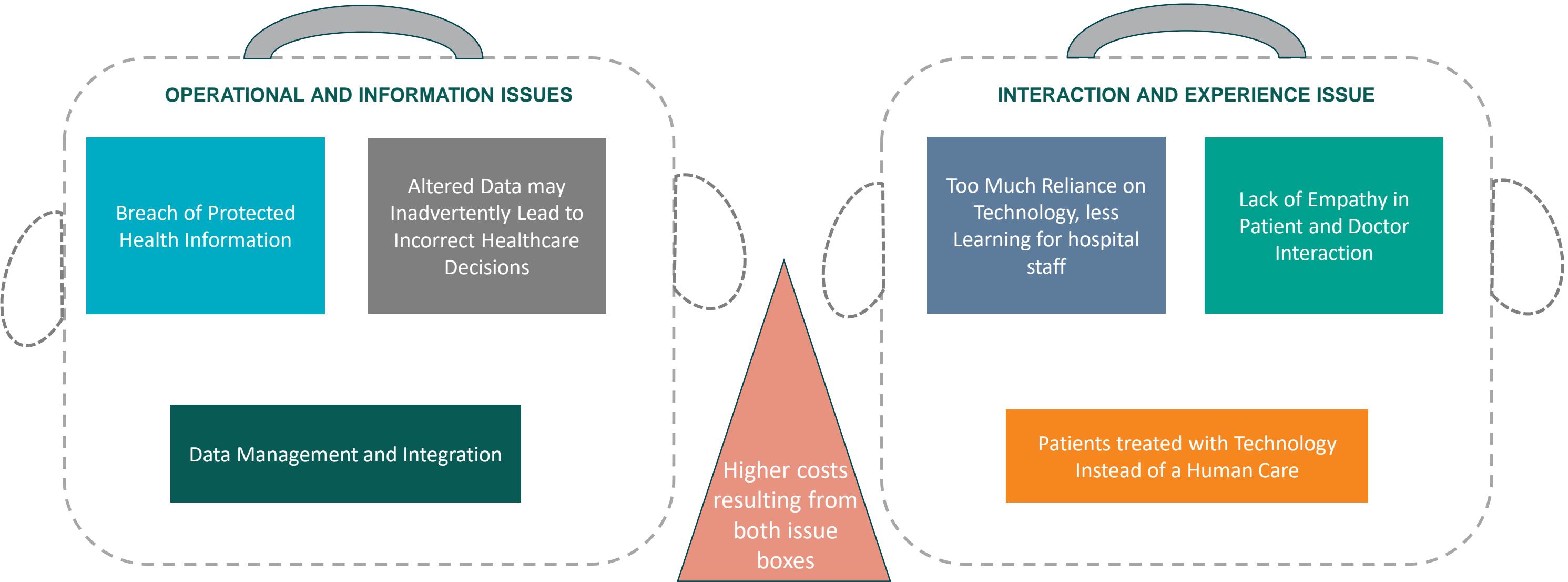
Post Digitization Realities: Are Digital enhancements all alone a brand differentiator?

TWO PERSONAL CASE STUDIES



Post Digitization Realities: Some facts that cannot be ignored

THERE'S NO QUESTION THAT HEALTHCARE NEEDS TO EMBRACE TECHNOLOGY, BUT IT'S IMPORTANT THAT WE DO SO IN A WAY THAT IMPROVES THE QUALITY OF CARE AND MAKES IT MORE ACCESSIBLE FOR PATIENTS

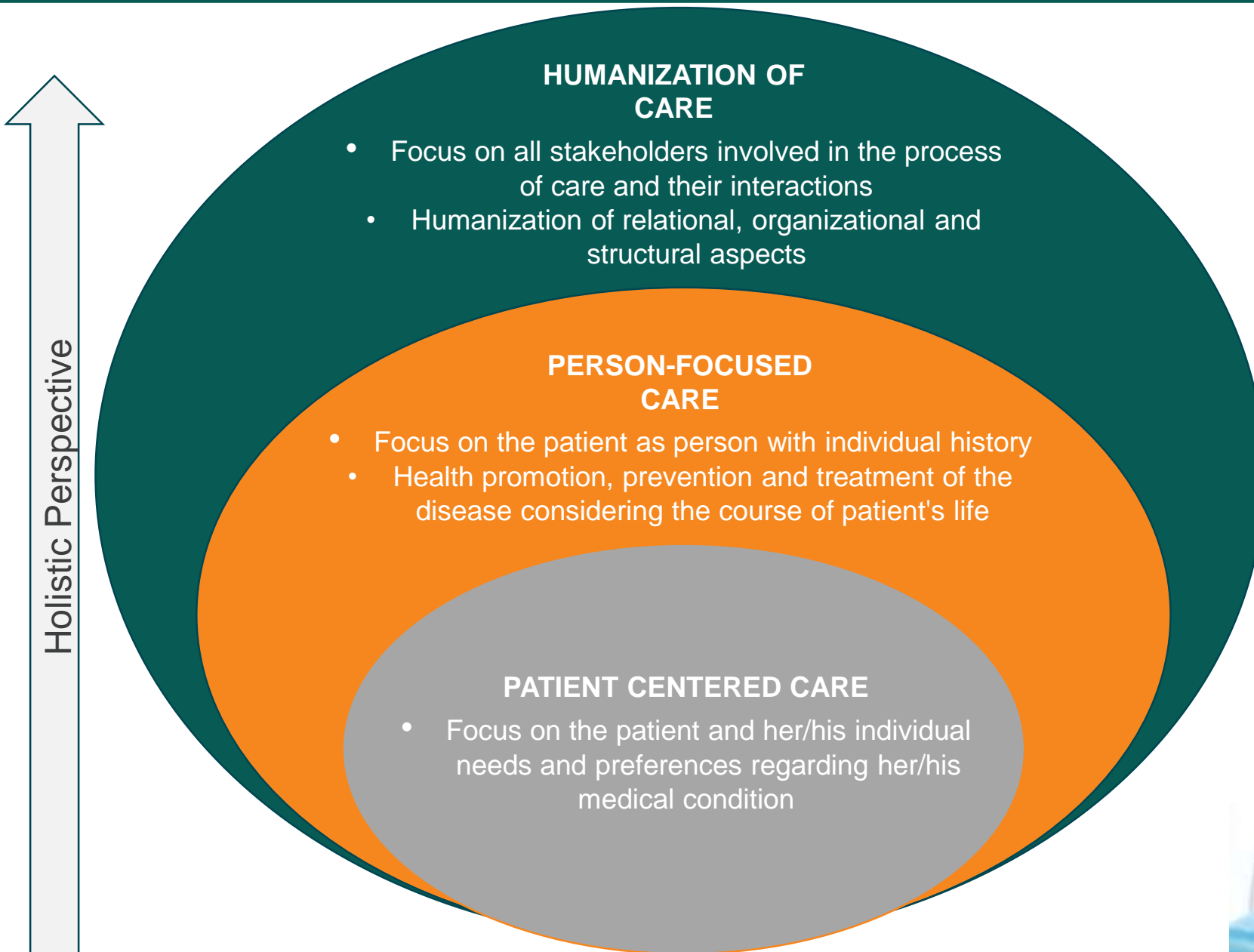


Source: [Galen Data](#), [LinkedIn](#)



What does this mean for all the stakeholders involved in this “Changed” Patient Experience?

DEVELOPMENT FROM PATIENT-CENTERED CARE TO PERSON-FOCUSED CARE TO HUMANIZATION OF CARE

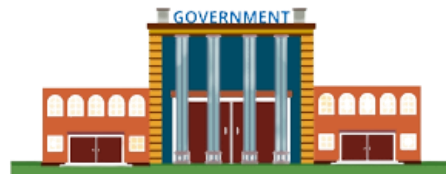


Source: Springer Link

EVERYONE PLAYS A ROLE IN THE CHANGED PATIENT EXPERIENCE OR “THE BALANCED EXPERIENCE”

GOVERNMENT

- Periodic updates in policies around use of “Tech/digital” based integrations in healthcare ecosystem
- Encourage hospitals and supporting stakeholders for constant trainings and updates on use of tech
- Create/promote a balanced environment between humanized and Digital elements



HOSPITALS

- Strong Operational enhancement Patient Experience Strategies, well segregated between use of digital and human efforts
- Cross functional work with regulators and tech firms for regular iterations in use of both



PEOPLE

- Making informed decisions towards accessing their healthcare needs.
- Encouraging one self to try out new technological platforms to learn and get comfortable yet on risking quality of care and safety



SUPPORTING STAKEHOLDERS

- Significant players in this ecosystem also includes:
- Hotels
 - Air Ambulances
 - Medical travel agents
 - Medical tourism organizations
 - Insurance companies
 - Telemedicine providers



Emphasis on patient’s uniqueness, individuality, and humanity, as well as adequate working conditions and sufficient human and material resources should be the most discussed key elements of humanization of care according to the different areas explored (i.e. relational, organizational, and structural, respectively)

HOW TO FOCUS ON “HUMANIZING HEALTHCARE” TO BUILD TRUST AND CONFIDENCE IN PATIENTS YET USE TECHNOLOGY TO ITS BEST

1. Evaluating the current “Patient experience journey” infrastructure & capabilities in your organization

2. Incorporating new & more connected service delivery delivery system yet emphasizing on the “Human Touch”

3. Marketing & communication strategies need a corresponding shift towards “Humanizing Healthcare”





"LOVE KINDNESS, WARM-HEARTEDNESS ARE KEYS TO HEALTH,."

- DALAI LAMA

Source: [Mayo Clinic](#)

Contact Us:

Sandeep Sharma - CEO and Founder

M (UAE): +971 58 973 4604

M (IND): +91 9821 855 880

T: +91 22 614 717 17/83 (Dir)

E: sandeep@vmarsh.com

W: www.vmarsh.com

Dubai Office:

Vmarsh FZ-CO LLC

Unit No. 101, Building A2, Dubai Digital Park, Dubai Silicon Oasis, Dubai, UAE

Mumbai Office:

Vmarsh Healthcare Pvt Ltd.

B2/004, Boomerang, Chandivali, Andheri (E), Mumbai, India - 400 072

Chicago Office (Member Firm):

2252 Washington Drive Northbrook, IL 60062, USA

Dublin Office (Member Firm):

Kilvere House, Templeogue, Dublin, Dublin 6w D6W YY93, Ireland

Cairo Office (Member Firm):

Office 910, 9th Floor, Pagoda, Downtown, The New Capital, Egypt

Kuala Lumpur Office (Member Firm):

No.05 Jalan PJU 1A/35, Ara Damansara, 47301 Petaling Jaya, Selangor, Malaysia

Confidentiality Statement and Restriction for Use:

This document contains confidential material proprietary to Vmarsh FZCO-LLC, and as such, the materials, information, ideas, and concepts contained herein are non-public and should be used solely and exclusively to evaluate the capabilities of Vmarsh to provide Services to the Client. The contents are intended for the use of the Client and may not be distributed to third parties.