

# Digital Health Trends 2022-2023

Here are the 14 trends with the biggest impact on healthcare: from new emerging technologies to social transformation. To explore more innovations in healthcare please check [aboutDigitalHealth.com](https://www.aboutdigitalhealth.com).



## MEDICAL VIRTUAL REALITY

VR is used for stress-free training of medical students and to cure patients with anxiety. It accompanies during childbirth and helps hospice patients teleport to another reality. VR can even reduce acute pain. Medicine is slowly discovering the capabilities of VR in treatment and prevention.



## PATIENT-GENERATED HEALTH DATA (PGHD)

With the expansion of mobile technology, sensors and wearable devices, patients are becoming valuable data sources in terms of prevention, diagnosis and treatment. The challenge: integration of the Electronic Patient Records (EPRs) and PGHD and trust in data sharing.

## CLINICAL DECISION SUPPORT SYSTEMS

The number of scientific publications is increasing quickly. Clinical decision support systems (CDSS) and artificial intelligence (AI) have the ability to analyze vast sets of medical and behavioral data, looking for the best therapies and individualizing treatment.

## DO-IT-YOURSELF HEALTH

Instead of a gym – virtual courses available on demand at home. Instead of chatting with a doctor – diet and lifestyle management apps. Instead of a visit to the lab – home tests. Patients are actively taking their health into their own hands.



## HEALTH CHECK-UP WITHOUT DOCTORS

Advances in technology and AI are expanding the possibilities of remote diagnostics. Data collected by smart sensors can be automatically analyzed by AI algorithms. Doctors will become architects of health and well-being. Health checks will be done 24/7, not only from time to time.



## NEW HEALTHCARE DELIVERY MODELS

New digital healthcare providers do not have physical facilities but offer virtual subscription services linked with health monitoring and coaching in selected conditions, for example, chronic diseases. They focus on holistic care, integrated health, improved communication and automated health-related data analysis.



## BIG TECH ENTERS HEALTH

Apple, Amazon and Google are entering healthcare – one of the most profitable markets with a growth rate of around 8-11% yearly. Big Tech aims to take over 'soft' medical services like health prevention and wellness coaching. And they know exactly how to deliver a better patient experience.



## COACHING AND AI SUPPORT

Unhealthy behavior is the No. 1 killer in the world. But changing unhealthy habits is not easy. Evidence-based coaching programs (digital therapeutics, DTx) combined with drug therapies have the potential to transform the way care is delivered. AI will be an indispensable component of DTx to ensure personalization and the best experience.



## REMOTE HEALTH MONITORING

Many patients infected with COVID-19 were monitored at home to free up space in the overburdened hospitals. This approach can be successfully applied to patients with chronic diseases. Hospital at home (monitoring + remote care teams) is the new model of care that a new generation of patients expects.



## LAB AT HOME

It started with smartwatches and wristbands that monitor health parameters. They are being followed by other smart devices, such as smart mirrors, smart toilets and smart homes. The aim is to detect diseases at the earliest possible stage, before symptoms are noticed by the patient and the doctor.



## HEALTH-RELATED FAKE NEWS

The problem is not new, but the COVID-19 pandemic has worsened it. False or manipulated information on the Internet threatens the health and even people's lives and undermines trust in doctors.

## DIGITAL HEALTH MINDSET

Once e-prescriptions and telehealth raised concerns, today they are becoming standard components of health delivery. Digitization of healthcare has entered the mainstream and patients/health-care professionals are embracing further e-solutions with increasing openness.



## PRESCRIPTION APPS

European countries are trying to structure the mobile health apps market. The goal: trusted, safe and reliable ones should be reimbursed. Certification schemes have already been established in Germany (DiGA) and Belgium (mHealth Belgium). France is expected to join soon. More countries will follow.



## TELEMEDICINE

The significant growth in the uptake of virtual consultations during the COVID-19 pandemic is here to stay. The acceleration of telecare expansion will continue, but in a more sustainable, mature way than in the past two years.

