

The Future Is In Your Hand: Transformations in Health Travel

CIHTC  CONFERENCE

Crikvenica International Health Tourism Conference

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In Your Hand



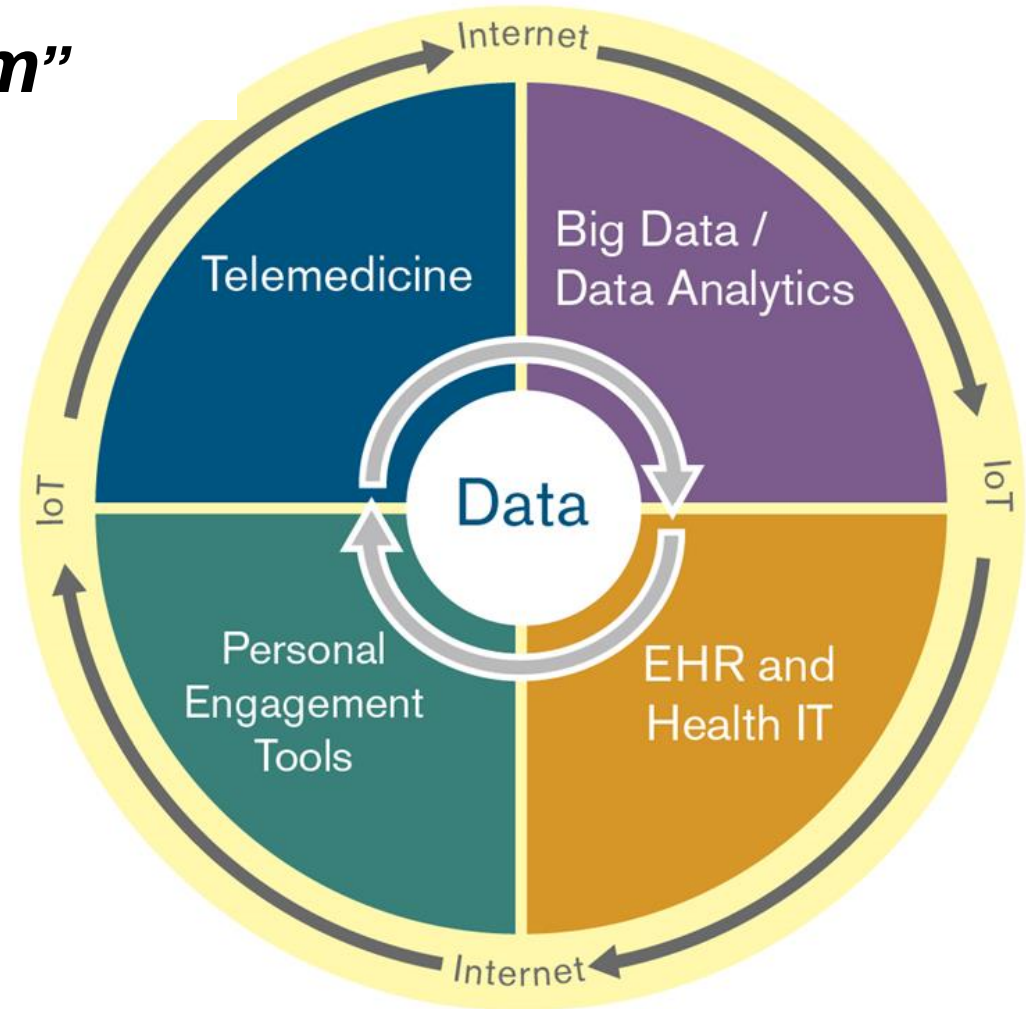
The Future

- The Future is
 - Digital –
 - Agnostic to:
 - Distance
 - Source location
 - Delivery Location

Cross-Border
Trade in Services
Mode 1. Cross
border supply –
Tele-Medicine,
Tele-Health

Mode 2.
Consumer
Travels

- ***“Digital ecosystem”***



*Acknowledgement to Dale Van Demark, McDermott Will & Emery

Defining Digital Health

Definition

- Information **exchange** from one site to another via electronic communications

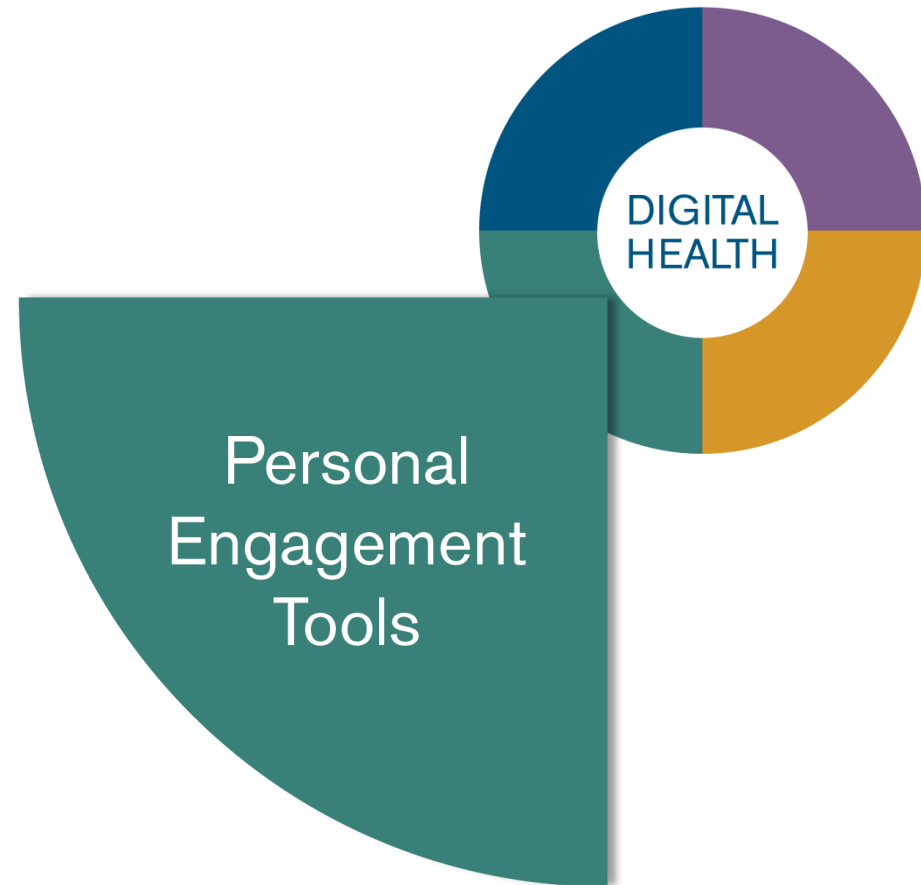
Telemedicine



DIGITAL
HEALTH



- Consumer facing technology
- (“**Mobile Apps**”)
 - monitor and track &
 - communication

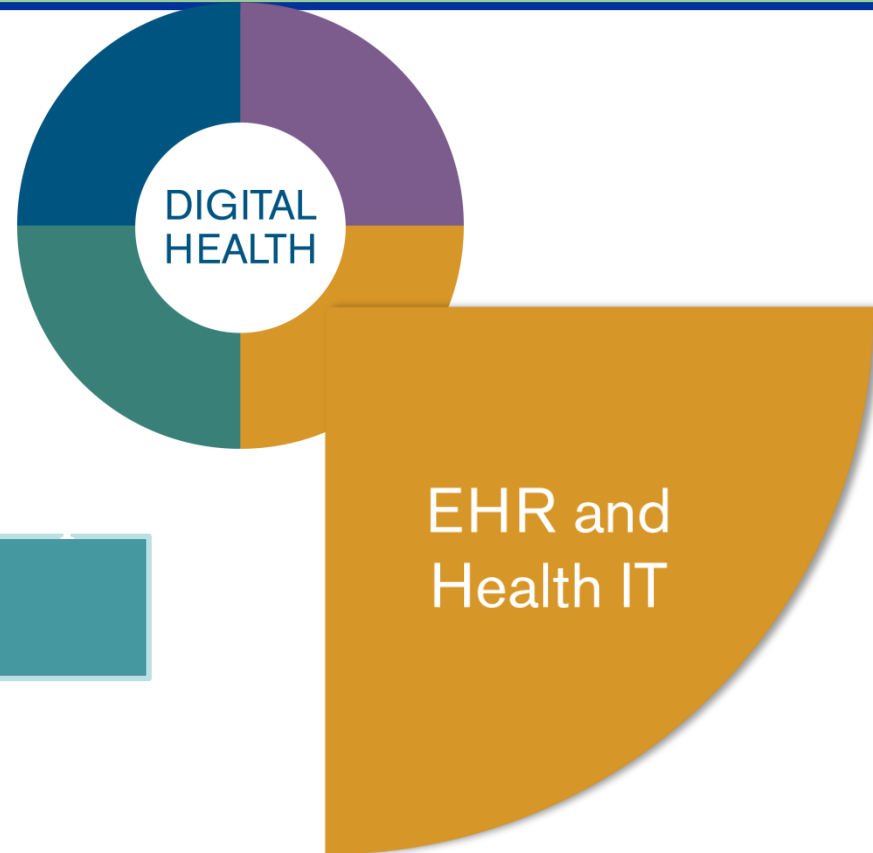


Definitions

EHR System

- Patient-centered record

“Health Technology” (HIT)

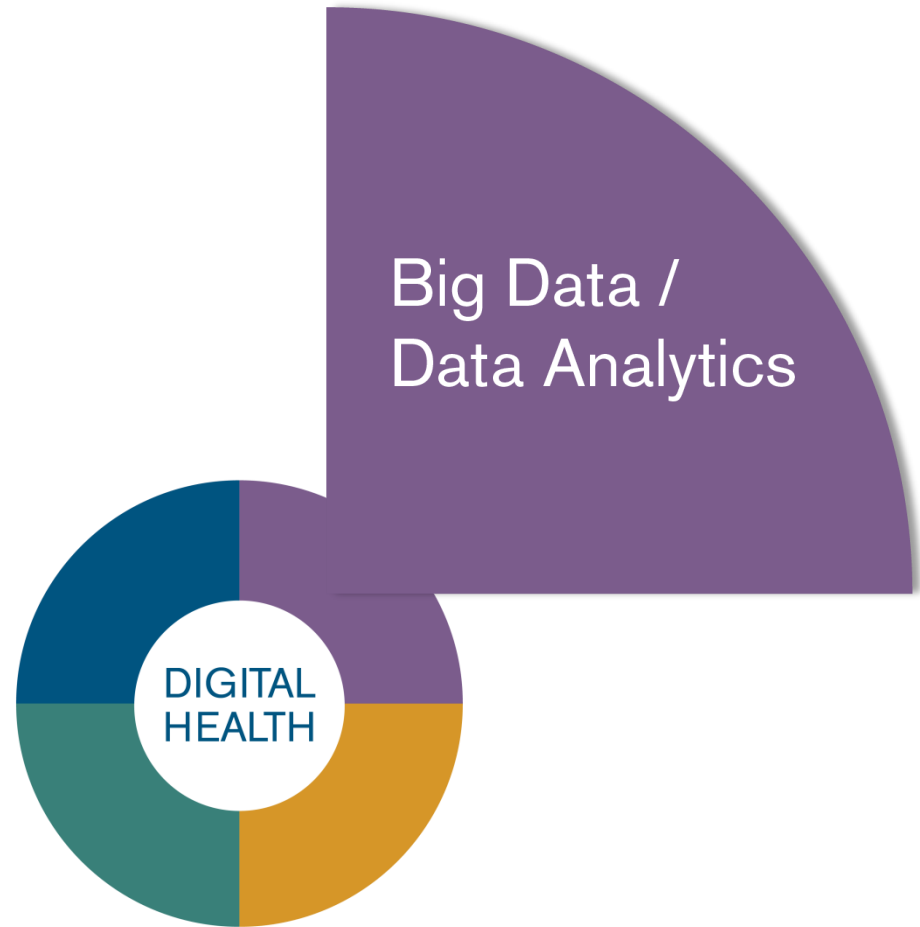


Definition

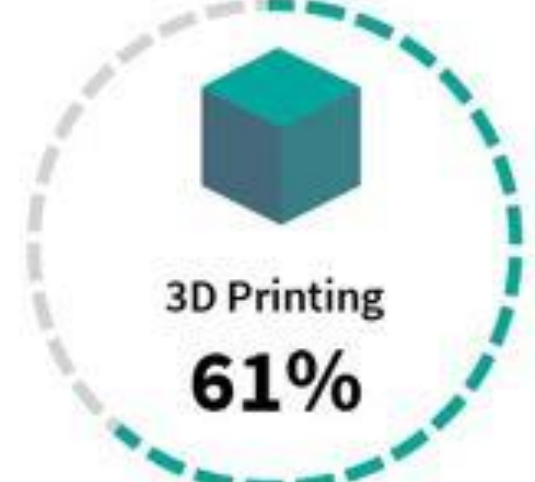
- **Data from many sources and contexts**
- clinical decisions
- disease surveillance
- population health

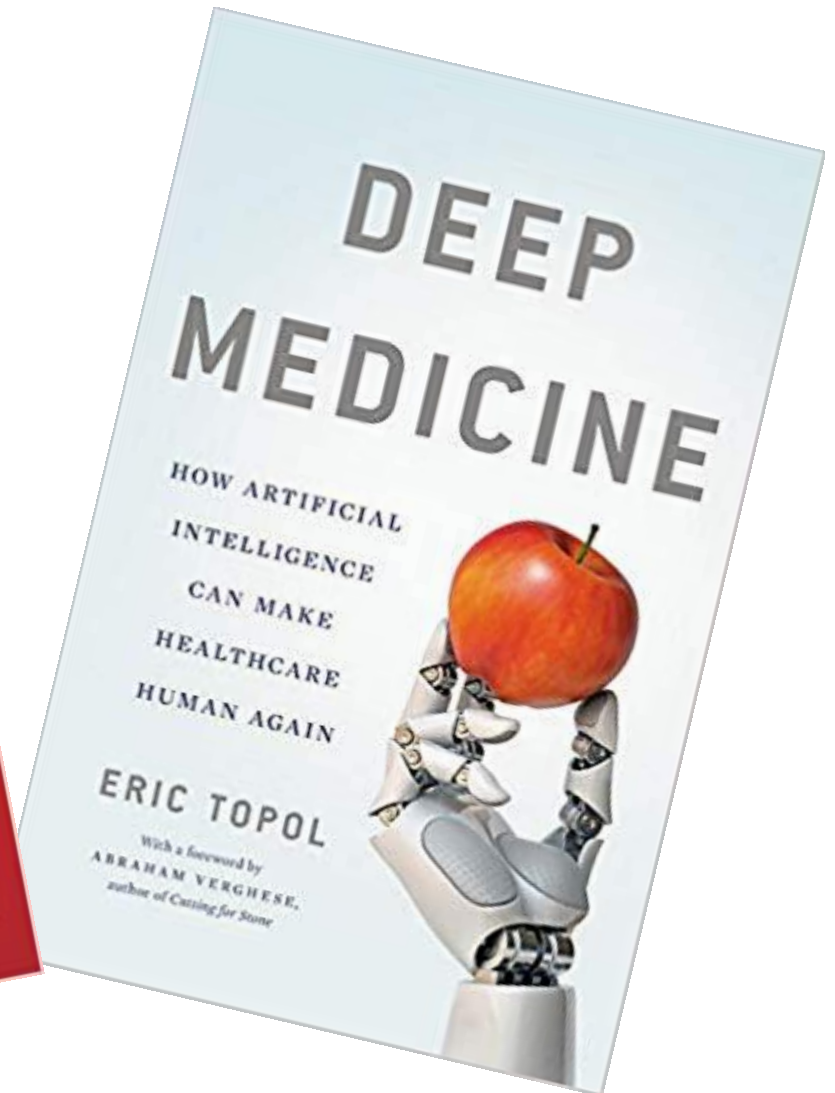
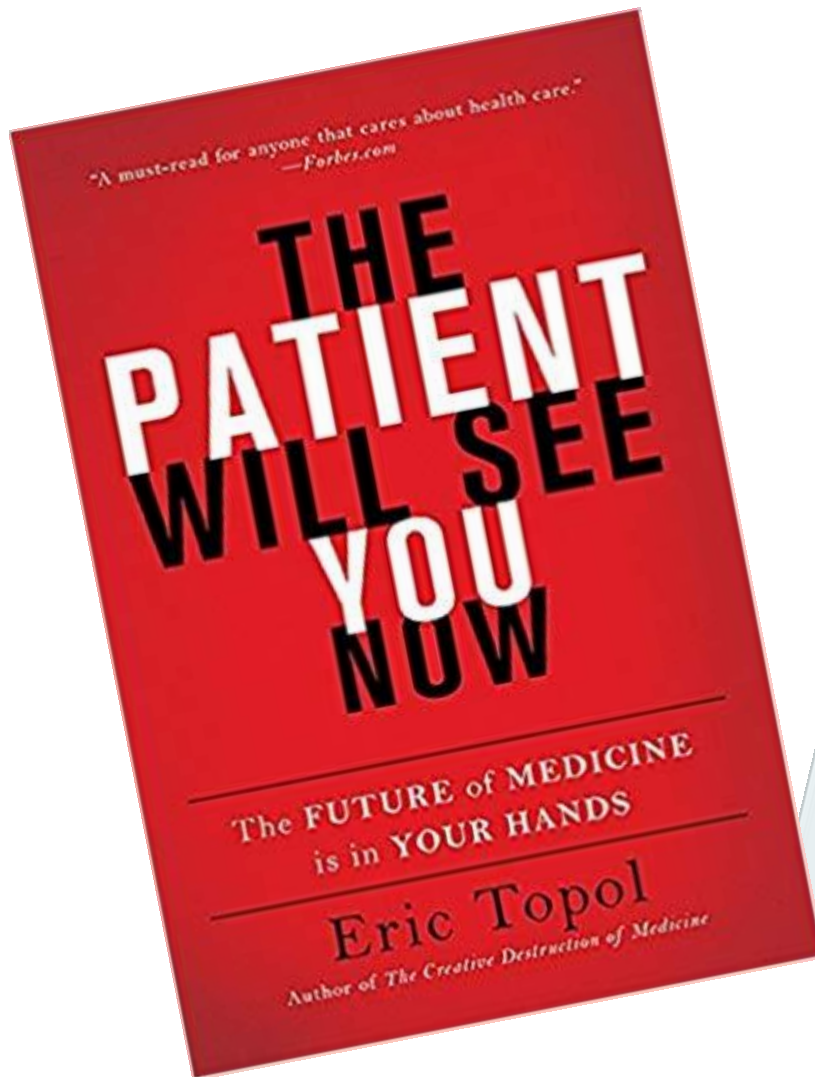
How “Big”?

- Petabytes
- Exabytes









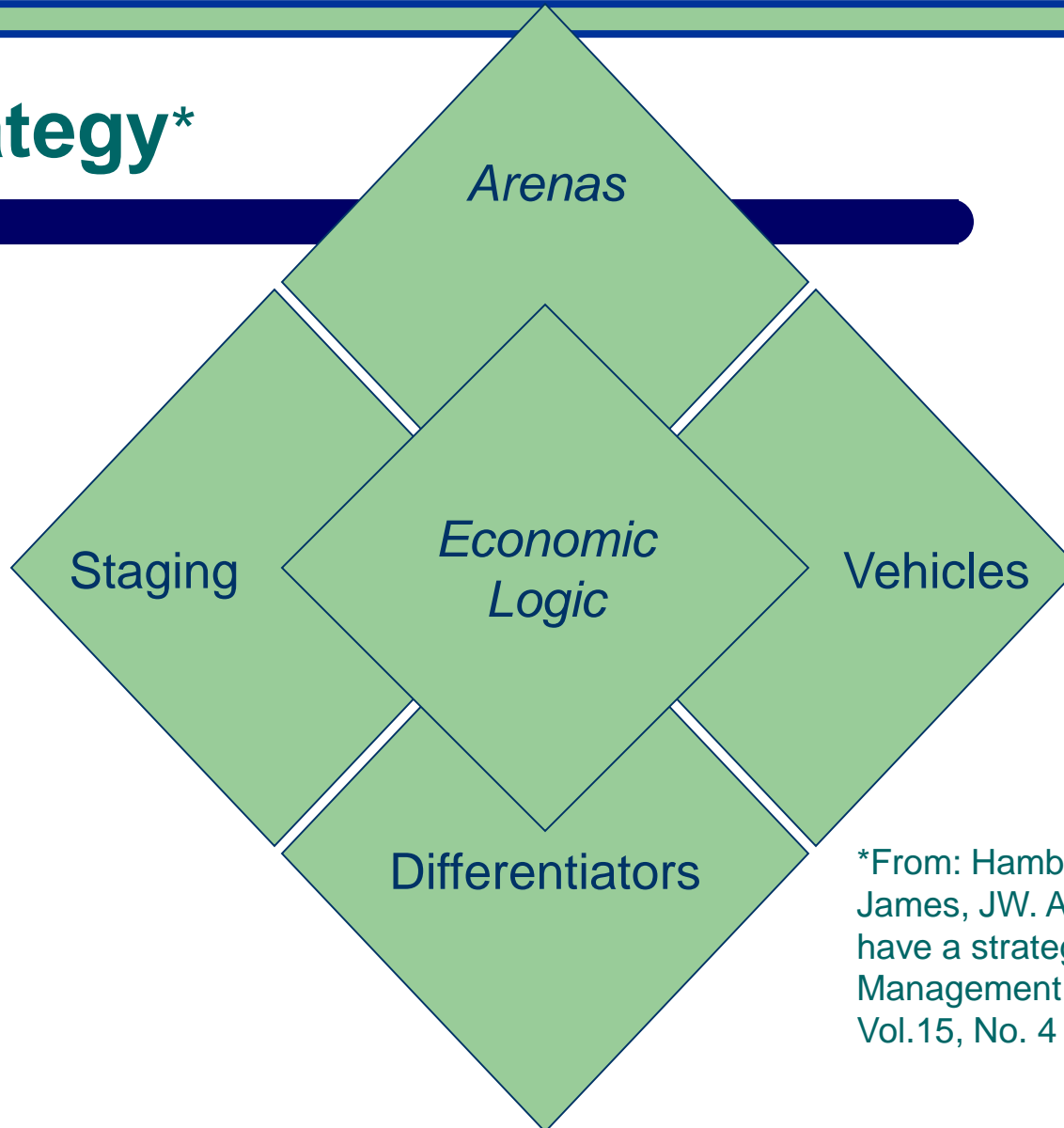
What Does This Future Mean for “Traditional” Hospitals?



- *Our* future is here

What's the Plan

Strategy*



*From: Hambrick DC and James, JW. Are you sure you have a strategy? *Academy of Management Executive*, 2001, Vol.15, No. 4

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