The Patient Experience

Hamish Clark, PwC Middle East Partner, Middle East Health Industries, talks about the Patient Experience

Health records lie at the heart of the healthcare system today. Digitization is making it easier than ever to record and access patient data. Today's data will fuel the Artificial Intelligence technology of tomorrow, empowering consumers to manage their own health and wellbeing whilst giving them new opportunities to live longer and happier lives. Care providers have been drowning in data; with the rise of social media, digital health and wearables, new opportunities for companies came up supporting them to acquire and use information about consumers and their health. Companies today can apply AI and advanced analytics to the growing sea of consumer data to monitor efficacy, identify adverse effects and recommend targeted treatments. Healthcare players can also set up new channels to directly engage with people using their treatments, sharing information to help maximize treatment efficacy and establish loyalty.

Connected health care is here, and now, more than ever, creating a meaningful and effective consumer experience is critical. Take Babylon's Health app for example, an app where you can directly interact and ask questions to Babylon's clinician, receive a personalized response, get smart e-prescriptions, tests, and instant referral to specialists. How about a real-time view of all your health records through a digital twin? You can do that too. The ability to understand and analyze a patient's wealth of data and to then understand risks will shape the way we think about our individual

behaviors, enabling our healthcare system to deliver better care and reduce costs. For the first time, we will be able to directly control AI and integrate it into our own personal life.

As we continue to enhance our ability to turn patient data into intelligence about that patient, we will increasingly challenge our assumptions about the limitations of healthcare delivery.

In order to achieve a better and personalized patient experience, we have to start by fostering a greater personnel experience.

We cannot solely rely on AI and technology to bring about change, but how do we enable that a hospital doctor, a general practitioner, a pharmacist and a nurse, can all access the data of the same patient in real-time? Creating personalized patient experiences does not only refer to highly satisfied patients, but it also refers to increased capacity for providers to deliver better care to a wider audience, lower operating costs, and rising employee satisfaction and retention. The most innovative companies are nowadays creating new business models to combine AI with their products and services to form new solutions. However, they do not see products and services as outcomes, but rather understand them as a means to an end, with that end being the highest quality of care and happier and longer lives.

Protecting consumers' privacy will always remain a top consideration for any personalized health solution - from full genome sequencing to data captured from a patient's devices. With access to patient data, companies can do a great deal to help improve healthcare, potentially alleviating pressure on the system, providing faster diagnosis for patients and aiding

developments in medical research. But there is a need to build trust. Being transparent and demonstrating how accessing patient data would not present a risk, but instead be a win for the overall healthcare system, and is key as our clients embark on the journey with artificial intelligence.

At PwC, we believe that we are on a journey to a self-serve, consumer centric, and personalized healthcare delivery model powered by artificial intelligence. Tools and services that are now in the hands of health professionals, will be in our own hands as consumers, tracking and monitoring our own heart rate, blood pressure, cholesterol levels, sugar levels and other fitness levels. Connected experiences enabled for example by our own personal AI assistant, giving us recommendations on when to go out for a workout, for how long, whether to

make it a tough workout or a light one, will empower us to improve our overall well-being . AI has the power to help us not only connect, collaborate and take control of our lives but it will forever change our relationship with technology to improve our own health making healthcare accessible to all.