

# “Knowledge Management! – The New Penecillin”

## Our Prediction: 10 Future Medical Trends

1. Electronic Medical records will be accessible by caregivers and patients. Further, the emergence of the EMR will help drive superior care and less medical errors as computers can flag potential problems.
2. Smart phones will begin to allow remote monitoring of your ECG, blood sugar, sleep patterns and alert the patient and the doctor when there's a problem. This collected information will allow the medical team to track and record these trends and offer valuable diagnostic information. Applications will be developed for Implantable devices that use both drugs and electricity to more effectively control pain, depression, and other common condition; this will normalize conditions with less toxicity and provide better long-term management.
3. Video will provide expert engagement at a distance and provide faster diagnosis and quality of care. With video engagement and the medical cloud at hand, difficult (and even simple) cases can be evaluated by experts around the world. Reoccurring office visits will be replaced by on-line office visits. At-home diagnostic tools and data transfer to a physician's office will reduce the need for an actual office visit. Video conferencing and improved diagnostic tools will provide an accurate assessment, care and risk-management. Surgical procedures will be performed or monitored by physicians thousands of miles away with the help of robotic medicine. Another need is for companion devices that can provide alarms, or notices for patients to take medicines, measure blood sugars, upload other information and engage the care team remotely with a one to one video feed.
4. Records Access -The patient will become more empowered for his own care by allowing the patient instant access to EMR and HER records. Research shows that 80% of U.S. Internet users have used the Internet to search for health-related information and answers. Many platforms from interactive healthcare kiosks to social media to personalized health sites are allowing consumers to empower themselves. As consumers increasingly turn to self-service technologies and channels, the entire healthcare industry has a tremendous opportunity to reach, engage and interact with today's empowered consumer. And that will yield some powerful results from consumers to doctors to retailers. The empowered patient will learn to make informed decisions based upon new at-home tools and techniques. The patient's actions, guided by experts will allow all to be better engaged and more informed.
5. Patient value driven intervention will become more common place as costs emerge as a key factor in care and value becomes more important of an element. Patients will be rewarded for seeking cost-effective care and value seekers “shop around” procedures like CAT scans on the basis of technology, value and cost. Long gone will be the day of having a complex test without knowing or caring about the price. Patients have expressed an increasing desire to be part of the decision process related to tests and procedures.

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## Our Prediction: 10 Future Medical Trends (continued)

6. EMR vendors will begin to shakeout. Healthcare providers currently have more than 600 certified EHR systems to choose from if they want to qualify for Meaningful Use financial incentives. EHR vendors are so busy selling systems that they barely have time to support the ones they've installed, much less create a platform that meets all of a provider's needs. It's likely many of these vendors won't survive 2013 for several reasons. Some smaller companies have jumped into the market too quickly, hoping to get a quick return on their investment without making much of an investment on marketing and research. Open source platforms that are in compliance can demonstrate value, while allowing healthcare providers the confidence that their system is compatible across the landscape of EMRs.
7. Awareness and prevention will have a renewed focus as chronic diseases account for many of our healthcare issues and costs. Businesses and organizations from employers to insurers to retailers will institute health-and-wellness programs to encourage better health and prevention. It's a tried and true formula, but awareness and prevention are probably the best frontline defense against poor health and cutting unnecessary costs across the board. SSOE has the fruit of the week program, and flu shots. Small things that result in large savings.
8. The line between healthcare insurers and providers will continue to blur. The growing merger and partnership of insurers and hospital operators crosses a traditional healthcare divide. Look for this trend to continue as the industry restructures and overhauls healthcare operations to cut costs and make way for better efficiencies. This will include building more patient care centers in the community that will provide a wide variety of new services. This is a model that many factory towns employed during the industrial revolution. The company Doctor, Pharmacist, and Hospital took care of the workers and their families.
9. Continuing and increased government involvement and focus on the healthcare industry as patients and the healthcare system look to reduce costs and broaden coverage
10. New healthcare startups will begin unlocking the value in big data, artificial intelligence and next-generation health analytics and business intelligence as the healthcare system removes structural barriers to data access and sharing. Healthcare ventures will be created and begin to leverage incentives based on access to data and the resulting analysis. I have spoken to several EMR companies that currently have incentives for physician practices to return their redacted patient records, with permission, for credits, and in some cases financial incentives.