



# CES 2021 COMPLEXITY TO CLARITY

## VIDEO TRANSCRIPT

**Kaveh Safavi, Senior Managing Director, Accenture**

The pandemic has really changed the nature of healthcare because it has introduced the concept of physical distance as a necessity. We largely used to think about the benefits of digital healthcare in terms of convenience and preference and maybe, cost. But now, we recognize the fact that one of the safest things to do is to make sure that people get their healthcare needs without being in the same room with someone where they could transmit a disease.

One of the interesting drivers of digital health has always been that patients or consumers or citizens, depending on the way you think about them, they want healthcare on their own terms. That's a change from the way healthcare had historically been organized. It had largely been organized around the needs of the care delivery system in the interest of efficiency and also, in the interest of keeping things standardized and, therefore, safe.

This is a particularly important time for digital health to recognize the importance of privacy and trust. Our research recently showed that trust is the primary reason why consumers are not adopting digital health tools and if that concern does not get addressed, even if the tools and the technologies are great in terms of providing benefits, people will still be skeptical to participate because they don't know what's going to happen to their information, they don't know how it's going to be used and they don't know if it's going to be used against them in some fashion.

It is really wonderful to be part of CES again this year. I've been at CES and watching CES for a large part of my career and every year, health and healthcare becomes a more important part. And I think this year has set the bar at its highest. It might be because of what's possible from digital technologies, it might be because of the backdrop of the global pandemic we're all dealing with, but I think what we can all agree on is that every company that serves consumers has a vested interest in understanding healthcare and I am happy to be here and to be part of that conversation and part of the journey forward.

Copyright © 2021 Accenture  
All rights reserved.

Accenture, its logo, and High  
Performance Delivered are  
trademarks of Accenture.