



Accenture Digital Health Tech Vision: Trend 4

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Our fourth trend is called Frictionless Business, and it's a recognition that no business can solve all of the problems of a customer. Healthcare customer, patient — they all have to interact with other technologies, things that come before and after. And it's a recognition that the technology architecture, the design of your technology, has to be built in a way that's modular. We use the term microservices to describe technologies that can interact with technologies from others and still provide value. What we are seeing more and more of, is that an organization has to anticipate that it's going to interact with others and has to use its technology in a way that will interact with others.