SUSTAINABLE HEALTHCARE THROUGH PATIENT-CENTRICITY
Kaveh Safavi, Senior Managing Director, Head of Global Health Practice, Accenture

“For as long as we’ve measured it healthcare costs go up 1-3% faster than GDP. We have to do in healthcare what other industries have done, which is we have to figure out how to move some of that work from people either to machines or back to the patients or citizens themselves and that would create a more productive healthcare system.

“Digital technology gives us the means. Now it’s really much more about mind-set. We’re so used to healthcare, thinking about it as what people want more than anything is to have an interaction with a person. But the data tells us that what people want more than anything is an interaction that is really on their own terms, that is personalised to them, but not necessarily in person. The mind-set is probably the biggest issue and it’s not so much that people resist as much as they haven’t really thought about it.

“I think we can do two things at the same time. One is that through these means of productivity we can solve for issues like affordability and access the way we haven’t been able to, but the other part of it is really to make healthcare much more on patient’s own terms – where they want it, when they want it. We know that the care models of the future will be much more agnostic or independent of location, much more self-service and also virtual and by that I mean a blend of in-person and also virtual and those things are really allow us to have care where and when we want it and that’s what people are really looking for.

“I do think we’re in our adolescence and if you think about technology, medical technology, diagnostic technology, therapeutic technology; that’s actually pretty advanced. What we’re talking here much more is information technology, general purpose technologies. Just like our interaction with our Smartphone, as it became easier to interact with the Smartphone, the use of the Smartphone goes up. The same thing will happen with healthcare information technology.

“It used to be that technology was a means to an end, now it’s fundamentally changing the end in and of itself. And that really is what drives acceleration.”