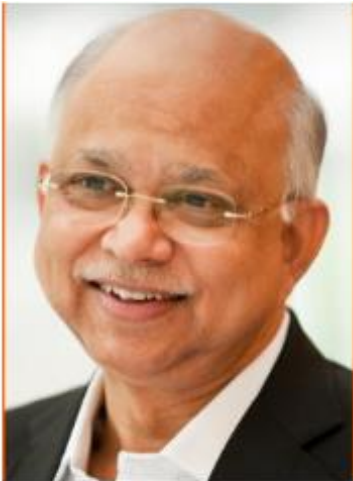


How digital technology is proving to be a game-changer in healthcare



The groundwork for digital is already operational with healthcare providers, pharma companies and medical R&D centres deploying predictive analytics and big data in critical decision-making



KG ANANDAKRISHNAN

Director General, OPPI

Expressing his views and observation on behalf of the pharma body, KG Anandakrishnan, Director General, OPPI, said "Digital transformation in healthcare and pharma industry is helping organisations to have greater access to healthcare professionals, transparency, better patient interaction, improved drug development, cost-effectiveness, enhanced production processes, improved supply chain efficiency among other advantages."

The groundwork for digital is already operational with healthcare providers, pharma companies and medical R&D centres deploying predictive analytics and big data in critical decision-making. There are many supply chain start-ups that saw an opportunity to provide blockchain-enabled supply chain solutions to improve efficiencies and reduce costs. Accessing data remotely is perhaps the biggest advantage that cloud storage of data offers. The amalgamation of cloud computing with healthcare has the potential to improve healthcare-related functions such as telemedicine, post-hospitalisation care and virtual medication adherence and follow through. Despite a few challenges, digital technology can be a game-changer in healthcare.