

DIGITAL TRANSFORMATIONS OF HOSPITALS

Hospitals, doctors, nurses, and patients nowadays are more connected than ever before; thanks to the digital transformation taking place in the healthcare industry. Although computerizing a hospital, letting the administrative staff give appointments online, making it easier for patients to get medicines through online apps are essential parts, we cannot limit the digital transformation to these elements only.

Digital transformation is a persistent, complex, and multidimensional process that pertains to several technological, social, and economic factors, which emphasize things beyond the hospital walls. The first step a hospital administration incorporating digital transformation should take is to comprehensively understand that there is a need to change the mind set in regards to hospital processes and to commence thinking in digital terms. Undoubtedly, the best starting point here is to put the patients at the centre of this transformation.

THE PATIENT AT THE CENTER

Hospitals and the healthcare sector currently live in a phase of unstoppable growth and modernization of diagnostic techniques, medical procedures, drugs, or gene therapy. However, even after having futuristic architecture, advanced equipment, and modern management concepts, most modern hospitals seem lacking some strength when seen from a digital transformation perspective. It appears as if the administrators of these healthcare centres have just taken a shortcut and bought the new technological suits to dress up the traditional 19th-century processes. The act of dressing up the old process without viewing the industry from an eye of the generation living in the 21st century is the reason that these hospitals are not proficient as per this transformation's viewpoint.

In the present era, it is crucial to remember that the hospitals are to treat patients, who often feel like these healthcare centres are made to serve the internal functions of the organization rather than taking note of their needs and expectations. That's why the actual digital transformation of hospitals begins with a comprehensive understanding of patients, which includes not just their ailments but also the lifestyles, families, and social environments they are having.

Note that with the technologies that can and should be an integral part of the monitoring and care processes, the patients are and will be an active digital subject.

THE CHALLENGES

As we have seen, digital transformation in hospitals or the healthcare sector is beyond modernizing the infrastructures, medical equipment, or drugs. Above modernization of these things, there is a dire need to change the mindset. Some hospitals have already started making efforts to be in perfect condition for defining their ways of transformation. Besides, patients who were used to be passive recipients are transforming into active consumers. It shows that digital transformation is continuously changing the healthcare industry. As a result of these transitions and new rules provided by the government in regards to this sector, healthcare administrators and medical service providers have to improve the patient experience. They can do this by adopting:

- A variety of advanced-technology based custom applications, which rely on real-time access to information in the IT environment.
- A habit of having deep insight into patients' requisites and expectations.

Ultimately, the hospitals, clinics, or other healthcare centres that will emerge as future leaders would be the ones that can effectively interpret the current and upcoming social, economic and technological moment, not ones with the highest billing rates.