21ST CENTURY HEALTHCARE NEEDS

A MAP TO THE NEEDS AND ASPIRATIONS OF PATIENTS AND SOCIETY ON FUTURE HEALTHCARE
Patients want to know about their treatments, participate in their opinion on their health, and express their future needs. Consequences of increasing complexity are pressure in everyday life, growing as a consequence of technology, and the selection of medical treatments and in medical care.

Access to precise and point-of-care diagnostics set the foundation for relatedness in the search of experiences and feelings that are varied, interwoven, different, and mostly positive. The need for relatedness represents the desire to interact, to be connected to, and to experience trust and the ability to control the outcome and trust in the system.

Quality and a lack of transparency of the increasing role of technology creates a demand on integrated treatments rather than a maximisation of consumption. Guides and expert systems in everyday life and new incentives that focus on the financial via the power shift generate participatory healthcare structures that include algorithm-based decision-making and new protocols.

The need for physical integrity refers to the intact functioning of the body or parts of the body. The need for physical integrity varies from physical and mental optimisation, the collection and quantification of biological data, and the ability to control the outcome and the use of physical and mental health.

The need for sensation refers to the novel, complex and intense. It describes the state of being effective in one's actions, the need for sensation, the requirement for physical integrity, and the need for relatedness.

Simultaneous with a reduction of complexity in healthcare, as well as a broader supply of preventive medicine, but increase of healthcare system-based public health financing towards higher efficiency and transparency on integrated treatments rather than a maximisation of consumption.

Increasing access to medical information allows individuals and groups to talk about health situations as part of a holistic understanding of health.

To offset growing income inequality and the trend towards centralised healthcare services, society strives to provide equal access to healthcare. The selection of out-of-pocket healthcare can neglect the beneficial side effects. This could increase costs and exacerbate unequal access. More accurate reimbursement could potentially incentivise cross-sector collaboration.

Due to its public nature, transparency in healthcare is accommodated by patients in the decision-making. Possibility to talk about health issues without time pressure.

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It is much more important to know what sort of a patient has a disease than what sort of a disease a patient has.

William Osler

Healthcare is changing as a result of digital transformation, increasing life expectancy and changing social norms. However, reshaping healthcare through sustainable innovation and the creation of uncontested market space does not primarily require an exclusive focus on technology, but a nuanced understanding of future healthcare needs – of patients as well as society. These future needs – which can be contradictory – are the foundation for effective solutions and technologies. This requires a renewed focus on social innovation aimed at future needs and the fundamental structures of healthcare systems as a next step in the process of redesigning healthcare.

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