TRANSFORMING CONNECTED CARE

Data, technology and changing patient preferences are driving systemic changes in the healthcare industry and the ways providers deliver care.

Honeywell

TABLE OF CONTENTS

INDUSTRY OVERVIEW

As healthcare systems continue to adapt to a post-COVID world where more emphasis is being placed on digital patient care, decisions are being driven by data and technology. And as more non-traditional healthcare solution providers enter the market, understanding where the industry is going and how to adapt is immensely critical to long-term success.

Today, healthcare is experiencing numerous underlying trends that impact the decisions made by clinicians, nurses and healthcare executives. Labor shortages are making it increasingly more difficult to provide high-quality patient care without burning out staff. According to a May 2022 survey, 29% of nurses say they will leave their jobs and healthcare altogether in the coming years because of insufficient staffing.[1]

Yet, the nursing market is expected to increase by 9% through 2030, leaving a potential gap of 1.2 million nurses and 15 million healthcare professionals.[2] This saddles healthcare executives with the challenge of retaining current staff, replacing those who left and recruiting new healthcare workers to fill vacancies.

The increased advanced technology inside and outside the hospital is greatly impacting how decisions are made, what type of care is provided, and how healthcare systems interact with patients. Today, six out of 10 patients say they want more digital tools and experiences from their healthcare providers.[3] And, although 79% of healthcare system Chief Financial Officers (CFOs) are open to increasing their technology spend, determining what technology to put those resources towards is becoming more challenging.[4]

As technology advances, so does the ever-present challenge of keeping patient data and clinical information safe and secure. This remains a top priority for healthcare executives, especially since the average cost of a data breach is $10.1 million.[5] And although consumers say they want more digital tools, 79% of Americans indicated they are either somewhat or very concerned about how their data is used once it has been collected.[6]

These trends are driving healthcare executives and professionals to seek solutions that can help them continue delivering high-quality patient care. Many organizations are moving toward solutions that allow them to fully enable the people, processes, technology and, ultimately, resources.

And these three trends are closely intertwined. Providing access to care requires doing so in a cost-effective way. This is especially important as healthcare spending continues to increase and can greatly how organizations provide care to as many patients as they can reach, regardless of where they live or their socio-economic background.

Providing care is often easier said than done as labor shortages challenge a hospital's ability to offer care, making access to it even more limited. Therefore, to serve patients, mitigate costs and help ensure everyone can receive the care they need, healthcare systems must transform how they deliver this care.

When examining the overall climate of the healthcare industry, there are three broad challenges that impact almost every aspect of the healthcare value chain:

1. **ACCESS TO HEALTHCARE**
2. **ABILITY TO PROVIDE CARE**
3. **PROVIDING ACCESS AND CARE IN A COST-EFFECTIVE MANNER**

SHIFT IN MINDSET

Transformation in today's healthcare climate extends from transitioning hospital systems from handwritten paper records to digital documentation, having robots deliver medical supplies and incorporating enhanced tracking and connectivity across people, processes and technology. But, to serve effectively in healthcare, transformation must revolve around putting the patient first. Patients today have more options and power to choose where they receive their care than ever before.

Studies have shown that three out of four people will conduct an online search to learn about medical care or a doctor before choosing where they go; two out of three patients read providers' online reviews before visiting. Furthermore, 92% of patients conduct their own research to validate recommendations from a healthcare professional.[9] Patients are increasingly holding the power in the patient-provider relationship and are holding healthcare systems accountable throughout each stage of the patient journey.

This rise of consumerism in healthcare, although empowering for patients, means hospitals and healthcare systems must cater to the patient through more personalized care and new processes that connect one another at a deeper and broader level.

Healthcare systems shifting from a hospital-centered focus to a patient-centered mindset means an increased dedication to patients' preferences, needs and values.[10] While putting patients first is the correct thing to do as a care provider, it also improves patients' health[11] and yields financial benefits to the healthcare system.

A patient-centered mindset will not be effective without proactive measures. Therefore, as hospitals become more patient-centric, they must act through technology to ensure they provide access to healthcare for many, enhance their ability to provide care and, in doing so, ensure both activities are done in a cost-effective manner. A constructive way to generate these solutions is through connected healthcare systems.

CONNECTED CARE

For hospitals to address the internal and external pressures facing the industry and alleviate some of the stress caused by clinician burnout, technological advancements and data security measures, they must implement a patient-centered mindset with connected care.

Simply put, this means high-quality, patient-centered care that extends inside and outside the hospital using technology.[12] This allows clinicians to create a personalized approach to healthcare, enabling patients to feel valued. A critical piece of providing this level of care is through the implementation of technology that works alongside clinicians, aiding in their work and allowing them to focus on what matters most: their patients.

Healthcare technology is rapidly transforming. With a Calculated Annual Growth Rate (CAGR) of 21% through 2030, those who can adapt their care delivery model to utilize technological advancements across their health system will be better prepared for the future and positioned to use connected care to improve the clinician and patient experience.[13]

Hospitals must adapt their delivery model to include digital transformation while maintaining a patient-first mindset in order to continue meeting today's challenges. Historically, robotics has played a revolutionary part in the digital transformation of the healthcare industry. It has aided in transforming surgeries and improving device/supply delivery to clinicians throughout workflows. But for a true digital transformation of how hospitals provide care, organizations need to be able to connect all technologies together through the Internet of Things (IoT) environment. The IoT allows robots, handheld devices, device management systems and other technologies inside a hospital to interact with one another across different processes, all working in unison to improve patient care seamlessly.

And IoT isn't just limited to a hospital's walls, either. The IoT allows technology normally used inside the clinical room of a hospital to now be used at someone's home or to coincide with digital health services, regardless of the clinical setting. Many healthcare systems are quickly expanding their digital health services to meet the needs of their patients where they're located, simplifying access.

Two forms of digital health services that are especially keen for growth are telehealth and remote patient monitoring. Ignited by the global pandemic, both technologies use the IoT and digital enablement of nurses and clinicians to help provide the same level of care as they would inside a clinical setting. Telehealth, which is currently experiencing 15 times the growth compared to pre-pandemic levels, combined with the adoption of artificial intelligence (AI), increases accessibility for patients to receive care while easing the ability for clinicians to provide it.[14] Virtual visits dramatically decrease the cost of a visit by over $100 in some cases, resulting in an effective patient-centered option for people from all economic backgrounds.[15]

With a projected CAGR of 23% through 2030 and the increased adoption of smartphones globally, telehealth is positioned well to meet patients where they're at with a personalized approach that delivers almost anywhere.[16]

Similarly, remote patient monitoring (RPM) aids in the reduction of costs for healthcare systems by using technology to monitor patient health outside the traditional hospital setting. RPM helps reduce the risk of hospital readmissions by 76%, which ultimately helps lower hospital spending while lightening the workload for nurses and clinicians.[17]

In the United States, approximately 70.6 million people (21% of the population) will have used RPM by 2025.[18] Exponential growth in digital health services is expected to continue, as it's viewed as an equalizer in the ability to receive care for lower-income and rural communities, and as patients become more comfortable using digital health services.

Surprisingly to many, digital health services are seemingly age-agnostic. In fact, the leading digital adopters of remote patient monitoring are those over the age of 65.[18] According to the National Center for Health and Safety, 42% of telemedicine users are over the age of 65, opening the door for future growth for digital health services in technologically advanced countries with aging populations, like the United States.[10]

In fact, digital health services are heavily used in the growing home health market. As the name suggests, home health is providing healthcare in a patient's home. Currently, 15 million patients use home health services as their primary form of care. Often, home health is used by seniors looking to age-in-place and enjoy their senior years in the comfort of their own home versus moving to a retirement facility. With a projected 30 million Americans over the age of 80 by 2030, home health and digital health services are primed to continue increasing in use and application to serve populations acute on maintaining their health outside the walls of a standard healthcare environment.[19]

One out of three people using home health is under the age of 60.[19]

NEW ENTRANTS FROM NON-TRADITIONAL PLAYERS

With the continuing development of new technologies and pivots in where and how care is received, new healthcare providers have entered the industry. Most notable has been the arrival of non-traditional healthcare players such as Walmart, Amazon, CVS and Best Buy. These retailers enter the healthcare space looking to expand their offerings but also do so with the ability to aid in solving one or more of the challenges facing healthcare, including access to care, the ability to provide care and delivering these in a cost-effective manner.

With their extensive reach and footprint, Walmart, Amazon and CVS are using physical locations to offer and increase access to clinical care for patients. Others, like Best Buy, are expanding through digital health services to aid in remote patient monitoring by means of partnerships with healthcare systems.

This expansion of new players demonstrates the growth opportunities in the healthcare industry, but it also shows the changing landscape among healthcare players, providers and caregivers. With these new entrants' abilities to personalize service and generate patient-centered care, even more stress is placed on traditional healthcare systems looking to transform their offerings to fit the industry's evolving landscape.

As a result, achieving success in a future healthcare environment will require healthcare systems to increasingly shift to a patient-centered mindset while advancing their technology to develop connected solutions that enable them to serve patients both inside and outside the hospital.

REFERENCES

1. Healthcare Finance News. "Almost 30% of Nurses Considering Leaving Profession." October 31, 2023. https://www.healthcarefinancenews.com/news/almost-30-nurses-considering-leaving-profession.
2. National Center for Biotechnology Information. "Nursing Shortage." February 13, 2023. https://www.ncbi.nlm.nih.gov/books/NBK493175.
3. Experian. "The Digital Front Door in Healthcare: Pain Points and How to Improve Them." August 2, 2023. https://www.experian.com/blogs/healthcare/2023/08/the-digital-front-door-in-healthcare-pain-points-and-how-to-improve-them.
4. Healthcare Finance News. "CFOs Will Spend More on Revenue Cycle Technology; Providers Still Struggle to Realize Benefits." July 12, 2017. https://www.healthcarefinancenews.com/news/cfos-will-spend-more-revenue-cycle-technology-providers-still-struggle-realize-benefits.
5. Becker's Hospital Review. "Healthcare Data Breaches Now Average Nearly $11 Million." July 24, 2023. https://www.beckershospitalreview.com/cybersecurity/healthcare-data-breaches-now-average-nearly-11m.html.
6. Pew Research Center. "Americans and Privacy: Concerned, Confused, and Feeling Lack of Control Over Their Personal Information." November 15, 2019. https://www.pewresearch.org/internet/2019/11/15/americans-and-privacy-concerned-confused-and-feeling-lack-of-control-over-their-personal-information.
7. PatientPop. "How The Internet Changed How Patients Choose a Doctor." September 23, 2021. https://www.patientpop.com/blog/internet-new-ways-patients-find-physicians.
8. Kyruus. "2020 Patient Access Journey Report." https://www.kyruus.com/2020-patient-access-journey-report-lp.
9. National Center for Biotechnology Information. "A Framework for Making Patient-Centered Care Front and Center." Summer 2012. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3442762.
10. Guideway Care. "What is Person-Centered Care, and How Can it Improve Healthcare?" https://guidewaycare.com/what-is-person-centered-care-and-how-can-it-improve-healthcare.
11. CareSimple. https://caresimple.com.
12. MarketWatch. "Global AI in Patient Engagement Research Report 2023: Market to Reach $23.1 Billion by 2030 at a CAGR of 21%, Expanding Applications Across Diagnostics and Patient Engagement." November 17, 2023. https://www.marketwatch.com/press-release/global-ai-in-patient-engagement-research-report-2023-market-to-reach-23-1-billion-by-2030-at-a-cagr-of-21-expanding-applications-across-diagnostics-and-patient-engagement-452968c2.
13. U.S. Government Accountability Office. "Telehealth During the Pandemic—How Has It Changed Health Care Delivery, Medicaid, and Medicare." September 29, 2022. https://www.gao.gov/blog/telehealth-pandemic-how-has-it-changed-health-care-delivery-medicaid-and-medicare.
14. National Center for Biotechnology Information. "Older Adults' Perspectives on Primary Care Telemedicine During the COVID-19 Pandemic." September 28, 2022. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9538237.
15. Grand View Research. "U.S. Telehealth Market Size, Share & Trends Analysis Report By Product Type (Hardware, Software, Services), By Delivery Mode (Web-based, Cloud-based, On-premises), By End-use (Payers, Patients), And Segment Forecasts, 2023 – 2030." July 2023. https://www.grandviewresearch.com/industry-analysis/us-telehealth-market.
16. EverlyWell. "Is Telehealth Cheaper Than an Office Visit?" https://www.everlywell.com/blog/virtual-care/is-telehealth-cheaper-than-an-office-visit/#what-is-telehealth.
17. Insider Intelligence. "The Technology, Devices, and Benefits of Remote Patient Monitoring in the Healthcare Industry." January 19, 2023. https://www.insiderintelligence.com/insights/remote-patient-monitoring-industry-explained.
18. Ankota. "Home Care Industry Overview and Statistics." https://www.ankota.com/home-care-industry-overview-and-statistics.

Honeywell provides rugged and certified mobility and communications devices, software and services for healthcare organizations worldwide to improve operational efficiency and patient care.

For more information
automation.honeywell.com

Honeywell | Industrial Automation
855 S Mint St
Charlotte, NC 28202
1 (877) 841-2840
www.honeywell.com

Honeywell