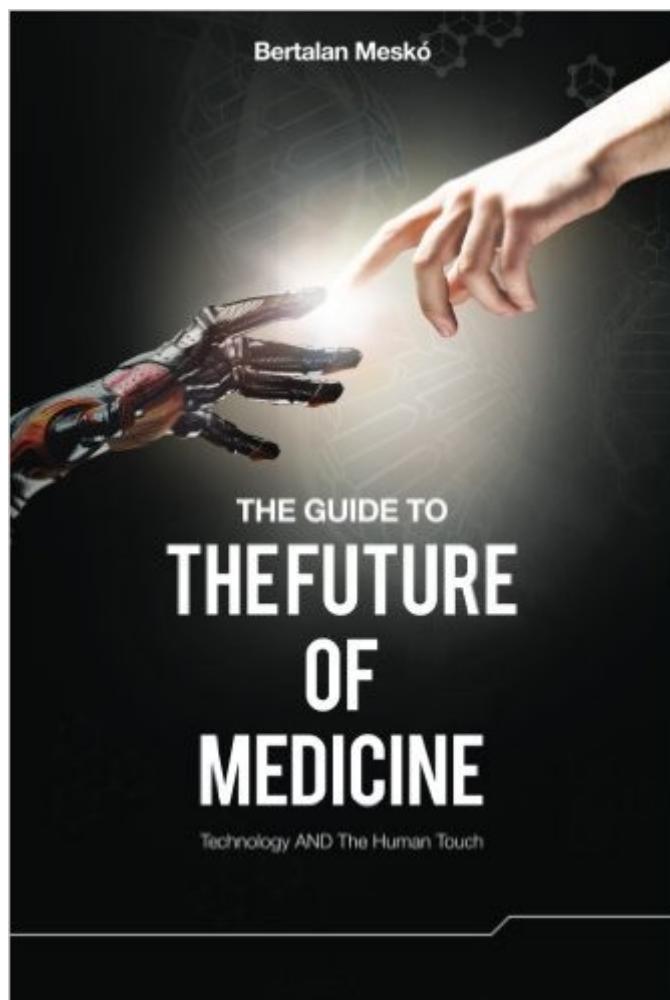


The book was found

The Guide To The Future Of Medicine: Technology AND The Human Touch



Synopsis

A few short years ago, it would have been hard to imagine that exoskeletons could enable paralyzed people to walk again; that billions of people would rely on social media for information; and that the supercomputer Watson would be a key player in medical decision-making. Perhaps more than in any other field, technology has transformed medicine and healthcare in ways that a mere decade ago would have sounded like pure science fiction. From his unique vantage as a trained physician, researcher, and medical futurist, Dr. Bertalan Mesko examines these developments and the many more down the pipeline. His aim is to assess how the hand of technology can continue to provide the dose of humanity that is crucial to effective healthcare. The Guide to the Future of Medicine: Technology and the Human Touch is his incisive, illuminating roundup of the technologies and trends that will shape the future of medicine. Patients, medical professionals, and any healthcare stakeholder will find an eye opening, reassuring roadmap to tomorrow's potential in this accessible and fact-based book. By preparing for the inevitable waves of change, you can make informed decisions about how technology will shape your own well-being.

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In fifty years from now, I expect more than 50% of the revenue in healthcare will come from companies that do not exist, or do not have any business in healthcare today. Technological developments as well as changes in society will create the 5th democratization. After music, travel, retail and media; healthcare is next to be disrupted. Adding to that, the increasing patient

empowerment brings in "the perfect storm" for health(care). In my keynotes I often use the 4D anagram: Delocalization, Digitalization, Dollars and Democratization. Because they are all tied together and starting to peak at somewhat the same time, it creates the ideal eco-system for autonomous change. Change that will hit health(care) for a lot of people, 'overnight', not that this wasn't foreseeable, but the signs have been neglected over and over again. Medicine is starting to adopt new treatments, medication and protocols but is lacking far behind where it goes on reflecting on the model of health(care) itself. We basically deliver healthcare the same way it was done a hundred years ago. Now due to the exponentially growing possibilities technology is bringing to the table, we, for instance, will start bringing back health(care) into the homes of people. This also brings the need of new payment models, changes in curriculum for medical students like the one that we've crafted at Radboud University Medical Center, or even new legislation. For these kinds of transformational processes, we need people who can address these changes and paint a picture of the world of tomorrow.

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