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Media Tech

Digital Disruptions Enhancing Healthcare Accessibility, Personalization And Skilling: Dr. Hema Divakar

- *Technology driving digitization and scaling of healthcare services framework
- *Healthcare Accessibility in Rural and Semi-Urban to improve
- *Aiding capacity enhancement and skilling in the sector
- *Digital clinics to complement conventional healthcare delivery models
- *IOT and AI to enhance preventive care and personalization

Bengaluru, 2 July: Digital disruptions are fundamentally redefining and reforming several industry sectors. Healthcare is one of the industry sectors where the disruption is gaining significance as it is improving service accessibility, personalization of healthcare delivery and it would make the care cost effective without a compromise on quality.

“Continued collaboration between the healthcare and technology industry is sure to lead to meaningful developments and advances in women’s’ healthcare ecosystem too. Right from booking appointments, consultations with the doctor, releasing the diagnostic results, intermediate communication with healthcare providers for clarifications or quick consultations, paying bills, managing hospital visits are being transformed digitally and will soon simplify service delivery and reduce cycle time in a manner unprecedented” says internationally recognized obstetrician and gynaecologist and former FOGSI ambassador to FIGO Dr. Hema Divakar, who is also the technical advisor to Govt. of India for maternal health.

“IOT, data technologies and AI will further help us customize healthcare delivery for patients and will help us predict health conditions based on initially captured patient profile data and data captured over several cases to case engagements with the patients. This is sure to make the system more intelligent and will also aid preventive care solutions in a big way. Management of several health conditions including Non-Communicable Diseases like Diabetes and Diabetes in pregnancy will turn very effective and efficient as the system will be conducive for instantaneous communications, responses, and call to action”, she added. Dr. Hema is also currently the FIGO Vice Chair for Non-Communicable Diseases (NCD) Committee and is aiming to create a technology-assisted treatment framework for effective management of NCDs. Nevertheless, new technologies need to be scrutinized carefully with regard to their cost-effectiveness and ability to improve clinical outcomes.

In 2007, **Dr. Hema** founded the Asian Institute for Research and Skill Transfer – ARTIST – a platform for excellence in women’s healthcare research and skilling. ARTIST’s flagship annual conference ‘Cutting Edge’ uses a digital platform very efficiently with a focus on reaching the clinicians in remote corners of India.



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Ever since its founding, ARTIST Skill Gurukool has conducted digitally delivered and technology-assisted skills training programs, capacity enhancement workshops which have helped over 10,000 ObGyns, with online certification courses, 1,000 paramedics and 5,000 students in enhancing their capabilities and gaining hands-on experience through skills transfer courses on a variety of topics related to women's health care. ARTIST will also, continue to train healthcare providers to adopt a digital engagement framework to complement the conventional patient engagement system so as to help them scale their accessibility.

At ARTIST **Dr. Hema Divakar** and her team are currently testing out a pilot app for establishing Digital Clinics. They are engaging 'fit to be moms' and 'to be moms' through the app on several clinical aspects. Her objective is to understand if the digital engagement framework is able to scale a Hospital's accessibility to more and more people, without any compromise in the clinical outcomes in a cost-effective manner and how far is it helping in simplifying matters for the patients and healthcare providers for 24x7 care.

"Once the model is validated and improvised over several iterations, we intend to make this widely available to serve beyond time zones and geographic boundaries" revealed Dr. Hema, the former FOGSI President. "Integration of Digital technology will address the gaps in access to healthcare services, for those in semi-urban and rural geographies in the years to come and engage next-generation consumers" she concluded.

Although the Indian healthcare system may be comparatively slower in leveraging new technologies, for many people in urban, semi-urban and rural areas the digital world has become a way of life due to various factors like Digital India, the availability of low-cost mobile phones & internet connectivity and operating systems in regional languages. Some rightly insist on getting 'state-of-the-art' digitally delivered healthcare and for others, it's an opportunity to get quality and affordable healthcare at a larger scale.

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