Transforming public health: Shifting from reactive to proactive.

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Introduction

In today's healthcare, a proactive care approach is becoming more prevalent. Cloud computing, analytics platforms, and data management have all become increasingly important. Innovative technology, platforms, and solutions for proactive care management are becoming increasingly important. After witnessing first-hand how supplies, ventilators, oxygen, and beds ran out during the epidemic, clinicians have realised that a reactive strategy no longer works. They, too, were victims of a healthcare system that was reactive.

Hospitals and care providers must focus on three main healthcare IT enablers to increase the efficiency and cost-

Effectiveness of medical care delivery to speed up the transformation. Despite the fact that medical specialists and researchers created effective COVID-19 vaccinations swiftly, their availability at the right place, at the right time, and for the right number of people would not have been possible without cloud technology. By managing hybrid-cloud ecosystems and multi-cloud deployments, organisations all around the world are aiding states in reaching and vaccinating their citizens more swiftly [1].

Despite the recent surge in interest in cloud technologies, many healthcare institutions have been slow to adopt them due to their closed systems. They should, on the contrary, speed up adoption, as their counterparts in the retail, manufacturing, and consumer packaged goods industries have done. Collaboration, accessibility, security, and efficiency are all advantages of cloud technology. Indeed, thanks to the availability of cloud ecosystems that are HIPAA-compliant and have a high degree of trust, the benefits of cloud computing in healthcare have multiplied.

Healthcare platform modernisation solves technology fatigue

The healthcare business has traditionally relied on numerous platforms and solutions to carry out its operations while seeking to fulfil expanding regulatory and compliance needs. The industry, for example, has access to a variety of technologies from various suppliers, including workflow management systems, risk stratification software, and performance dashboards, among other things. Unfortunately, such technological systems are not long-term viable since platform weariness is common. This is also due to poorly integrated monolithic and segregated healthcare systems, outdated communication methods, a lack of standardised workflows, and low levels of compliance. In order to redesign

their platforms, providers are beginning to grasp and embrace analytics, notably AI and machine learning. They're using it for a variety of purposes, including risk classification and identifying members for telemedicine and wellness programmes, among other things [2].

Reactive healthcare

Reactive health, according to some estimates, accounts for more than 75% of healthcare spending in the United States. Chronic diseases such as heart disease and diabetes, which account for the majority of reactive health spending, are a big factor [3]. Chronic diseases also account for seven out of ten deaths in the United States. Many chronic diseases, on the other hand, are mostly avoidable or manageable if individuals emphasise preventative care and collaborate closely with their doctors.

Reactive care serves patients a disservice on two fronts: first, it does little to prevent them from becoming unwell or suffering unpleasant symptoms in the first place. Second, reactionary care is usually more expensive than preventative care. Historically, reactive treatment was seen as the sole choice by both health systems and patients, owing to perceived cost hurdles such as co-payments and deductibles. Furthermore, fee-for-service payment structures encouraged healthcare companies to place a greater emphasis on the sheer number of patients served, diminishing their focus on comprehensive patient care.

Proactive healthcare

Proactive health is the polar opposite of reactive health. Many consumers believe, and many caregivers emphasise, that proactive health occurs when a patient takes responsibility for his or her own health, shifting from a physician treating an ailment or disease to a patient engaging in self-care activities such as exercising, taking prescribed medications and vitamins, drinking water, keeping track of their weight, eating healthy, scheduling annual exams, and so on [4].

Benefits of adopting a proactive care model

Patients are encouraged to participate in their own care through proactive healthcare initiatives, which allow physicians and patients to collaborate to address health issues before they become serious. Instead than relying on dramatic intervention, patients can improve their health by making lifestyle modifications. It also saves health systems and customers money by avoiding the costs of high-risk illnesses like spending numerous days in the ICU or requiring

emergency surgery.

This method of managing high-risk illnesses will also aid health-care systems in their transition to value-based treatment. Value-based programmes aim to enhance healthcare quality while lowering costs over time, often by raising healthcare literacy to reduce repeat visits or avoid costly procedures.

Proactive care, which emphasises constant communication between health systems and patients, has a direct impact on the patient experience. You can send messages to specific, well-defined groups of patients via highly focused outreach. For example, you could create a segment for cancer patients who finished treatment more than two years ago and haven't had their biannual screening yet, and then remind them to do so. This careful approach to patient outreach will demonstrate to patients that you are aware of their requirements, which will strengthen their loyalty [5].

References

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