



How Digital Health can help resolving challenges in Medical Tourism

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Abstract:

Digital is playing a vital role in taking healthcare services to next level independently. Same role of Digital is seen in playing for making it convenient for Medical Traveler. Statistics claim that digital health market generated revenue over USD 51.3 billion for the year of 2015 and is further predicted to record a remarkable valuation of over USD 379 billion by 2024, growing at a robust rate of 25.9% over 2016-2024.

There is remarkable increase in usage of mobile devices across the world, the demand for healthcare apps has observed a burgeoning rise. mHealth market has crossed an inflection point as mobility solutions advance and consumer adoption increases. As per Global Market Insights, Inc., worldwide m-Health segment within digital health market is expected to surpass gains over USD 205 billion by 2024, growing at an annual growth rate of 36.5% over 2016-2024. This is where the new segment within m-Health can target Medical Tourist for developing the new segment. Many companies in digital health industry are turning to tele-health and m-Health wearable to help patients with health, diet and lifestyle. This further will also help in storage of health reports as well to keep it accessible wherever the tourist travel. With intrending development in travel industry connecting people around globe, medical care for the same tourist shall be well taken care off.

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The mounting cost of healthcare services, operational efficiencies getting affected to manage the patient across the global, and lost opportunities have offered ample room for entrepreneurs to disrupt digital health industry and bridge the gap between service provider, government and medical traveler. With the ongoing activities and execution of cost-effective business models, digital health



market is likely to witness an upward path in the years to come in Medical Tourism. The overall global eHealth is projected to reach USD 132.35 Billion by 2023 from USD 47.60 Billion in 2018, at a CAGR of 22.7% during the forecast period, boost to its Medical Tourism vertical will be significant in coming years. Electronic health records (EHR) is expected to be the one of the most used services by the medical traveler, this business is estimated to reach USD 139.4 billion by 2025. Capability of these systems to exchange health information electronically to provide improved patient care are major factors contributing towards business growth. These systems enable providers to more efficiently diagnose patients, diminish medical errors, and provide safer care to patients across the globe with better communication will further intensify segmental growth over the coming years.

Biography:

Jay Shukla is President & CEO at Nivagen Pharmaceuticals Inc Sacramento, California Area

Publication of speakers:

1. Shukla, Jay & Kumar, Yeeshu & Dixit, Manish & Mahendar, Chinthakuntla & Sharma, Vinay & Kalam, Abul & Dubey, Mrigendra. (2020). Investigation of mechanism behind conductive fluorescent and multi-stimuli responsive Li⁺-enriched metallogel formation. *Chemistry - An Asian Journal*. 10.1002/asia.202000630.

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