

The background of the cover features a doctor's hand holding a stethoscope over a laptop. The laptop screen displays a "Brain analysis" report with a human figure and text. A glowing brain with red nodes and connecting lines is superimposed over the screen. The overall color scheme is purple, green, and blue.

# Healthcare in 2021 - Trends, Growth and Technology

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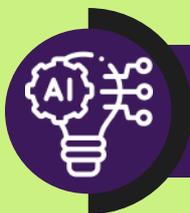
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Ever since COVID-19 became unprecedented turbulence in the healthcare industry, there have been many ups and downs that we experienced. However, the healthcare industry was going fine with its speed towards technological advancements and modernized methods of treatments. However, it has suddenly picked up the pace to deal with the pandemic and bring out innovation to fight the crisis of the healthcare sector for future growth.

These days, businesses are always on the search for improving their market performance, workplace productivity, and overall efficiency. To have an in-depth understanding of the healthcare industry, its trends, growth, and technology, let us have a detailed insight as for 2021.



## Artificial Intelligence (AI)



Artificial Intelligence plays a significant role in the year 2021 and ahead. In fact, it has turned out to be really beneficial during the COVID-19 pandemic. Its contribution was vast, be it thermal screening, analyzing CT scans, vaccine development process, pandemic detection or anticipation of the capability of the human health system, and more.

AI has made massive changes in the healthcare space and given it a new meaning altogether. With the help of artificial intelligence, health records can be stored for a longer period of time. Human health can be tracked faster, better treatment can be offered, and most importantly, the patient can be attended to at any moment.



DeepMind, google based AI, has excelled in detecting breast cancer on the grounds of molecular data with an average of about 11.5 percent. This was one of the exemplary examples out of many. Artificial intelligence is working great in designing impactful health trackers and giving a larger meaning to the term "health" than simply visiting doctors and medications.

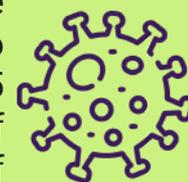


## Telemedicine or Telehealth



Telemedicine is a great concept of bringing hospitals to your homes. It has made a vital contribution to the healthcare sector during the pandemic. It is not convenient for people residing in remote locations to reach out to healthcare centers for medical treatment. In such scenarios, telehealth comes as a major aid. With the help of phone calls, mobile medical applications, emails, screen sharing, or for that matter, video chats, healthcare professionals can assist

patients in diagnosing health issues, offering medical treatments, and bringing out other medical services efficiently. It can reduce healthcare costs and improve the productivity of medical professionals to provide better healthcare services. Due to COVID-19, telehealth has increasing usage globally. As of April 2020, about 43.5 percent of the patient population preferred to use telehealth services in place of in-person visits to the healthcare centers. In years to come, the dominance of telehealth is anticipated to grow. This is expected to cross \$185.6 billion in revenue by 2026, with the current rage kept in mind.





# Electronic Health Records (EHRs)



Electronic health records are one of the blooming trend, which is supposedly making its mark in 2021. Many telemedicine applications integrate EHRs to make the overall experience seamless for medical professionals as well as for patients. These advancements help you manage your paperwork in a more efficient manner. Well, it is always better to choose an EHR than a pile of files loaded on one another. Healthcare ventures choose to secure their operational documents on EHR with cloud-based servers and secure it from any damage and safety risks. To top it all, there is a sense of transparency as the patient as well as healthcare staff can see the documents any time of the day and track the progress of the person.

Few added benefits of EHR apps are as follows:



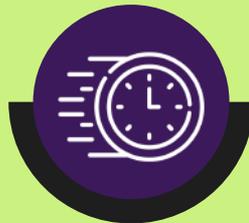
Secured documents



Convenient downloading



Seamless appointment management



Quick health progress tracking



Improved CRM



# 3D Bioprinting



The future of 3D bioprinting technology is vast as the demand for it is bound to grow in 2021 and years to come. 3D Bioprinting is an additive process of manufacturing, just as 3D printing, which is generally developed as a blueprint with the help of cells and biomaterials. The healthcare ventures are producing skin tissues with the blood cells that will be great in replacing the skin burns caused to patients. The market is huge for 3D bioprinting as it is anticipated to cross \$1.8 billion by 2027.



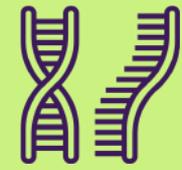
# Nanomedicine or Nanotechnology



Nanomedicine is very important to integrate huge and complex datasets to implement nanoparticles in living beings at the nano level. It is believed that the future of the healthcare industry is precisely based on nanotechnology. This is great for laboratory research and to deliver drugs within the body. These drugs can be closely monitored after being injected into the patients' bloodstream. As per the anticipation, the nanomedicine market will expand from \$111.912 billion to \$216.063 billion by 2023 worldwide.



## Genome Unite or Genomics



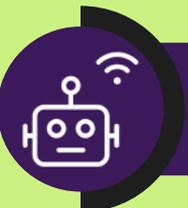
Genomics is the method of investigating how a person's biological data can bring improvements in their clinical care and health results with the help of effective diagnosis and personalized health treatment. This is generally used as a screening tool to understand the health conditions and choose the right medication, which also includes designing personalized therapies to reduce and remove the disease completely. The future of genomics is more advanced and will be highly in demand.



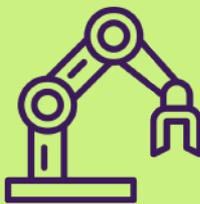
## Cloud Computing



As the healthcare industry is setting some great management examples, cloud computing is one of those. By 2020, cloud computing is set to make \$35 billion in revenue globally. One of the prime causes for such tremendous growth of cloud computing is the constant need to store big data at a lower cost for healthcare companies. The big data can, therefore, be stored in cloud computing under EHR. It will also enable digital documentation in the form of medical history, laboratory and diagnostic results, demographics, and much more.



## Robotics



One of the prominently emerging trends in the medical sector is robotics, as it can serve in multiple ways. The technology can reach anywhere and bring maximum convenience to the medical sector, from surgical equipment to disinfectant robots. As we may take the example of the COVID-19 pandemic, this has changed the way healthcare organizations worked. It is more preferred to use robots for regular jobs that humans to retain the practice of social distancing. Therefore, we can say that trend of robotics is going to shoot up in 2021.



## Concluding Note

As the digital trends are setting in the healthcare industry, we expect major developments that will aid the patient population as well as the healthcare professionals to serve better. It is not only about these two sects but also about the environment and future of the globe. Such trends bring the hope of having advancements and innovations that safeguard nature and keep it as real as possible. With such personalized healthcare trends, we are certain of a blooming and more health-oriented time ahead.

# ABOUT MEDICOREACH

MedicoReach is a leader in the field of healthcare marketing. We provide accurate and quality data to support the multichannel campaigns of healthcare organizations. With the super of highly-quality data, we help marketing and sales professionals reach out to targeted healthcare executives and professionals to increase brand awareness.

Our data solutions are designed with utmost perfection and expertise. With a dedicated team and best-in-class healthcare email and mailing lists, we help marketers connect with prospect efficiently. We offer a wide range of healthcare email and mailing lists which include physicians email list, nurse email list, pharmacist email list, dentists email list and more.



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