

17–19 March 2019

InterContinental Dubai Festival City

# Clinicians' Adoption and Engagement



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Why are clinicians under such pressure?

Is it all to do with digital transformation ?

# Why is digital transformation inevitable?

“Digital Technologies extend the scope, transparency and accessibility of health services and information; improve service delivery, increase efficiency and empower patients as part of a movement towards patient centred care”

*Towards a roadmap for the digitization of national health systems*  
*WHO – June 2018*

# The real major drivers of change

- Long term unaffordability of present models of delivery
- Mismatch between aspirations of individuals in receipt of care and providers
- Non health determinants of wellbeing becoming more recognized
- Aspiration to shift from activity to value through personalized capitated population health outcomes
- Workforce pressures



# The effect upon Clinicians

- Increased pressure on clinicians delivering care
- Doing more with less in less time ...
- Managing increasing multimorbidity
- Administrative burden – reporting
- Regulation and “assurance”
- Less than optimal deployment of EMRs
- Expecting more management of clinical risk

# Digital Solutions

- The potential for using digital transformation as a clinical extender
- Refocusing the introduction of the EMR
- The experience of a primary care centre
- HIMSS designed workshops to assist and sustain clinicians

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Thank you!



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