

# THE DIGITAL HEALTH ERA IS CHARACTERISED BY 7 MAJOR SHIFTS



## 1. CITIZEN AND CONSUMER CENTRICITY

Citizens choose where and how they store their data, who they share it with and expect service models to fit their life flows



## 2. NEW ENTRANTS

Big tech disruption with non-healthcare companies becoming health data companies



## 3. INDUSTRY CONVERGENCE

The boundaries of health service delivery overlapping with other sectors /industries



## 4. ROLE CONVERGENCE

Boundaries of clinical professional practice diverge and meld



## 5. ORIGIN OF DATA

Vast amounts of new health and health-relevant data captured outside of traditional clinical care settings



## 6. ANALYTICS AND ALGORITHMS

New analytical capabilities drive new models of care



## 7. BROADER THAN HEALTH

Dissolving the arbitrary boundaries placed between health, aged care, mental health, social services and disability sectors

## The shifts result in changes to



Longstanding business and funding models



Policy settings



Professional structures



The role of the citizen

## DIGITAL HEALTH AND THE RESULTANT DISRUPTION PROVIDES OPPORTUNITIES AND CHALLENGES FOR



Citizens



Clinicians



Policy makers and regulators



Health executives



Technology suppliers



Media and influencers



Universities / educators

## JOIN THE NATIONAL CONVERSATION AND HELP US CREATE HEALTH FOR THE DIGITAL SOCIETY