

# Trends in Healthcare for 2023

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The African healthcare landscape with South Africa at its forefront is potentially poised for significant growth and transformation in 2023.

The ongoing digital revolution coupled with a focus on achieving universal health coverage positions the continent for a brighter healthcare future. Also, private sector expansion and the integration of emerging technologies such as AI, machine learning, and IoT will play a crucial role in driving innovation and improving patient outcomes.

Healthcare in 2023 is anticipated to be significantly influenced by emerging technologies with innovations in wearables, mHealth, telemedicine, and digital health solutions disrupting and transforming healthcare systems globally.

## Key trends to watch in South Africa include:

**AI and ML Expansion:** Artificial intelligence and machine learning will continue to streamline prediction, diagnosis, monitoring, and treatment processes in healthcare.

**Virtual Communities and Patient Care:** Social media platforms and digital health products are increasingly facilitating connections between patients and healthcare

professionals enabling the exchange of crucial health information online.

**Connectivity in the Medtech Industry:** The Internet of Medical Things (IoMT) will revolutionise patient-provider interactions requiring manufacturers and suppliers to invest in connected health technologies and services.

**Supply chain disruptions:** Supply chain challenges could pose risks to patient health and safety impacting pharmaceutical delivery, diagnostic tools, and patient care services. This could lead to increased emphasis on local production in the pharmaceuticals space.



**Personal wellness:** Greater emphasis will be placed on overall health maintenance through nutrition, physical activity, sleep and healthy habits.

**Big Data in Healthcare:** In both public and private sector contexts, healthcare is increasingly leveraging the power of 'big data' to improve patient therapy, lower diagnostic costs and enhance patient welfare.

**Home-based care:** The appeal of receiving care in a comfortable home setting instead of a hospital or clinic will continue to grow.

**Biopharmaceutical innovation:** Ground-breaking treatments for diseases like sickle cell and Type I diabetes are under development although pricing remains a concern.

**Tech and Retail Infiltration into Healthcare:** Despite regulatory complexities, tech and retail companies will continue to explore opportunities in the healthcare market.

**Addressing clinician burnout:** Healthcare organisations will examine the root causes of burnout and reassess their human capital strategies.

**Mental Health Focus:** Mental health is gaining importance as people prioritise both physical and mental well-being.

**Medical tourism:** Post-Covid years have seen a surge in wellness-related travel expenditures potentially also prompting

wellness centres to incorporate medical services. South Africa has historically been a major medical tourism destination.

Furthermore, the emphasis on mental health, personal wellness, and home-based care signals a shift towards a more holistic approach to healthcare provision. As the continent continues to grapple with challenges related to healthcare access and disparities between public and private sectors, collaboration and strategic partnerships will be vital in driving equitable and sustainable healthcare development.

By adopting innovative solutions and leveraging shared experiences, Africa is set to make significant strides in healthcare ultimately enhancing the well-being of its people and fostering economic growth.

The largest healthcare gathering in the African region will return to Gallagher Estate in Johannesburg from 17-19 October 2023 and more information is available at [africahealthexhibition.com](https://africahealthexhibition.com).

#### References:

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