

HEALTHCARE INDUSTRY

# Healthcare Trends

Patient-Centered Experience





## Executive Summary

The healthcare industry is undergoing a significant transformation as patients now demand the same level of convenience, personalization, digital integration, and technological advances they experience in other sectors. As a result, healthcare providers and payers must adopt a patient-centric approach, fundamentally changing care delivery and patient engagement.

CapTech sees nine trends currently influencing and shaping healthcare in the months ahead:

- 1. Interoperability and Data Sharing:** Seamless access to health records is enhancing patient care by ensuring consistent and informed medical attention. When healthcare professionals make better-informed decisions, outcomes improve and the patient journey is more cohesive.
- 2. Expansion of Wearables and Remote Monitoring:** Continuous health tracking is allowing for personalized health insights and early intervention alerts. Patients will be empowered to act proactively, leading to better long-term health.
- 3. Decentralized and Virtual Care Models:** Combining telehealth, mobile health units, and localized outpatient services is improving accessibility, accelerating intervention, and reducing barriers to care, especially for underserved populations.
- 4. Artificial Intelligence and Machine Learning in Diagnostics:** Enabling faster, more accurate, and proactive disease detection is supporting precision medicine for improved patient efficacy and reduced adverse effects.
- 5. Personalized Medicine and Genomics:** Developing tailored patient treatment plans based on individual genetic profiles is increasing treatment accuracy and reducing side effects.
- 6. Blockchain for Health Data Security:** Ensuring data privacy and protection fosters trust and empower patients to control their data sharing.
- 7. Robotics and Automation in Surgery:** Robotics and automation are enhancing patient care by enabling minimally invasive procedures, improving surgical precision, and reducing recovery times.
- 8. Mental Health and Digital Therapeutics:** Increasing access to mental health services, offering personalized interventions, and reducing stigma is improving patient outcomes and satisfaction.
- 9. Increased Adoption of Automation in Revenue Cycle Management (RCM):** Improving billing transparency and reducing errors, not only enhances patient trust and satisfaction, but also lowers operational costs and accelerates claim approvals.

As the industry evolves, organizations must invest in scalable and secure solutions to ensure they remain competitive while delivering on patient demands for improved outcomes and experiences.

## INTRODUCTION

The healthcare industry is undergoing a consumer-driven revolution, as patients now expect the same convenience, personalization, and digital integration they experience elsewhere. This shift is pushing healthcare providers and payers to adopt a patient-centric approach, making fundamental changes in care delivery and patient engagement.

Examples include the rise of telemedicine, where patient preferences for convenient, on-demand care led to a 38-fold increase in telehealth use from pre-pandemic baseline to April 2024 ([McKinsey & Company, 2024](#)). Retail health clinics like CVS Health's MinuteClinic saw a 25% increase in visits in 2023, reflecting patient desire for accessible, no-appointment-needed care ([CVS Health Annual Report, 2023](#)). Additionally, patient advocacy led to the Hospital Price Transparency Rule (effective 2021) compelling hospitals to provide clear, accessible pricing information ([CMS.gov](#)).

Convenience, coupled with technological advancements like AI, IoT, and mobile, is fueling this patient-centric shift, creating new possibilities for personalized, proactive healthcare. Regulatory changes like the [21st Century Cures Act](#) are catching up to patient demands, empowering patients

with greater health data access. At the same time, converging healthcare and consumer technology is accelerating, with tech giants like Apple, Google, and Amazon making significant inroads into health services and devices. Patients, increasingly in control of their health journeys, are exploring preventive care, wellness, and holistic health approaches.

This report explores nine critical healthcare trends CapTech already sees shaping 2025, from the expansion of wearables and AI in diagnostics to the integration of blockchain for data security and robotics in surgery. Each underscores the industry's shift toward a more personalized, connected, and patient-centered future. As technology and healthcare continue to converge, the implications for patients, providers, and payers are profound, promising a future where care is more accessible, effective, and empowering.



## Interoperability and Data Sharing

### Patient-Centered Impact

Interoperability and data sharing are pivotal in enhancing patient care. Seamless access to health records ensures consistent and informed care, regardless of where patients seek medical attention. This interconnection allows healthcare professionals to make better-informed decisions, leading to improved outcomes and a more cohesive patient journey.

Additionally, interoperability improves care coordination, reducing redundant testing and procedures. Minimizing patient discomfort and inconvenience leads to cost savings for both patients and the healthcare system.

**A complete view of a patient's medical history allows providers to diagnose more accurately and tailor treatment plans, enhancing the quality of care.**

Moreover, interoperability empowers patients through comprehensive health dashboards. These dashboards provide patients with a holistic view of their health, encompassing lab results, medication lists, and personalized health recommendations.

**Equipped with this detailed information, patients can take an active role in managing their health, make informed decisions, and adhere to prescribed treatments.**

### Business Considerations

Investing in secure, standardized data exchange platforms gives healthcare businesses a competitive advantage and facilitates growth. Robust interoperability solutions can streamline operations,



reduce administrative burdens, and enhance data management. The result? Consistent and secure sharing of patient information across systems, fostering trust in healthcare services.

Partnering with Health Information Exchanges (HIEs) amplifies the benefits of interoperability, enabling access to a broader network of patient data and fostering comprehensive and coordinated care. Complying with regulations like the 21st Century Cures Act not only ensures legal adherence but also demonstrates a business's commitment to patient rights and data security, avoiding potential penalties.

## Technology Enablers

Emerging technologies are revolutionizing interoperability and data sharing. APIs facilitate seamless data exchange between healthcare systems, enhancing the accuracy and timeliness of clinical decision-making. Blockchain technology secures data transactions, reducing the risk of breaches and unauthorized access. Cloud-based health information systems offer scalable solutions for storing and managing vast amounts of health data, enabling real-time analysis and collaboration.

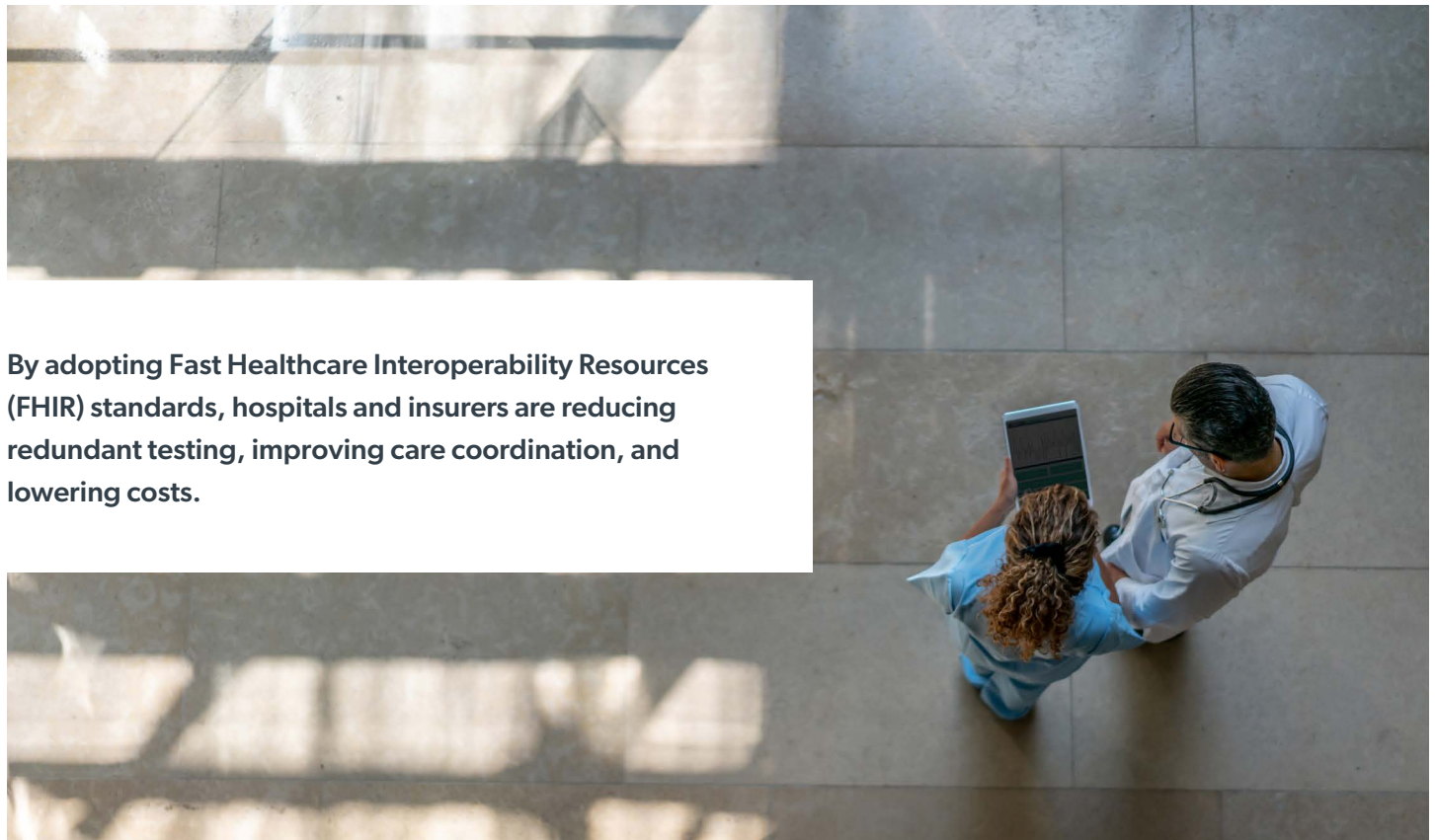
## Clinical Opportunities

Interoperability and data sharing transform clinical care by enhancing diagnostic accuracy and streamlining patient referrals and follow-ups. Comprehensive data access reduces the likelihood of missed or incorrect diagnoses, ensuring patients receive the most appropriate care. Seamless communication improves

care coordination, leading to quicker referrals, reduced wait times, and better health outcomes. Additionally, integrating data across systems minimizes medical errors, leading to safer patient care.

## Tracking This Trend in the Real World

The 21st Century Cures Act is driving real change in healthcare interoperability, with major providers like Mayo Clinic and Cleveland Clinic leveraging advanced data-sharing platforms to give patients seamless access to their health records. By adopting Fast Healthcare Interoperability Resources (FHIR) standards, hospitals and insurers are reducing redundant testing, improving care coordination, and lowering costs. Patients can now integrate their medical data with tools like Apple Health and Google Fit, empowering them with real-time health insights and better continuity of care.



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## TREND 2

# Expansion of Wearables and Remote Monitoring

## Patient-Centered Impact

Continuous health monitoring is revolutionizing patient health care. Smartwatches and fitness trackers enable real-time tracking of vital signs, physical activity, and other health metrics, providing invaluable data to patients and providers. Personalized health insights and early intervention alerts empower patients to take an increasingly proactive role in their health management, leading to better long-term outcomes.

These technologies also enable patients to make informed decisions about their health and lifestyle. Metrics such as heart rate variability, sleep scores, and daily activity trends help patients understand their overall health and adjust to improve their well-being. For example, a patient can modify sleep patterns based on sleep quality data or adjust fitness routines in response to real-time activity feedback.

## Business Considerations

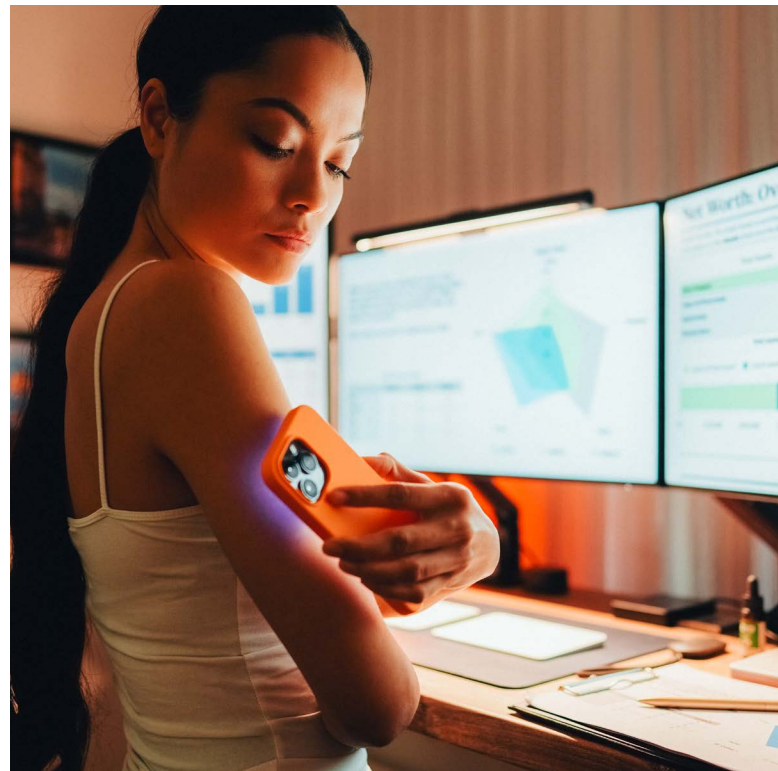
Integrating wearable data into clinical workflows presents both opportunities and challenges for healthcare providers. While these technologies open a window to patient health, enabling informed clinical decisions and personalized treatment plans, concerns persist regarding data reliability and the adequacy of existing infrastructure to manage and interpret this influx of information. Skepticism about accuracy and the potential for information overload are significant barriers to adoption.

To address these challenges, healthcare organizations can invest in robust data integration platforms and analytics tools designed to seamlessly incorporate wearable data into electronic health records (EHRs). Developing or partnering with third-party providers to create Healthcare Integration Platform-as-a-Service

(HiPaaS) solutions can facilitate the efficient exchange and management of data across multiple systems, reducing the need for extensive in-house infrastructure.

## Technology Enablers

Emerging technologies like advanced sensors, AI, and mobile health apps amplify the impact of wearables and remote monitoring. Advanced sensors can monitor a wide range of physiological parameters, providing a comprehensive view of health status. AI and machine learning can analyze data, offering personalized health insights and predictive alerts. Mobile health apps provide real-time feedback, health coaching, and remote consultations, empowering patients to manage their health proactively.





Emerging technologies like advanced sensors, AI, and mobile health apps amplify the impact of wearables and remote monitoring.



### Clinical Opportunities

Wearables and remote monitoring enhance clinical care by enabling early detection and management of chronic diseases, facilitating personalized treatment plans, and reducing hospital readmissions.

**For instance, a study on patients with left ventricular assist devices (LVADs) reported a reduction in readmission rates from 54% to 27% after implementing remote patient monitoring (RPM).**

Continuous monitoring allows for timely interventions, preventing complications and improving recovery rates. Personalized treatment plans based on real-time data ensure patients receive the most appropriate care, leading to better health outcomes and higher satisfaction.

### Tracking This Trend in the Real World

The Apple Watch and other wearable devices are transforming remote monitoring, with real-world cases of users discovering life-threatening conditions like atrial fibrillation through the ECG feature and seeking timely medical intervention. Hospitals and healthcare providers are increasingly integrating wearable data into patient care, with systems like Mayo Clinic's remote cardiac monitoring program using continuous heart rate and oxygen level tracking to detect early warning signs.

**As insurers and providers recognize the value of proactive monitoring, wearable health data is shaping a future where early detection and personalized interventions improve outcomes and reduce healthcare costs.**

## Decentralized and Virtual Care Models

### Patient-Centered Impact

Decentralized and virtual care models are revolutionizing the patient experience by bringing healthcare closer to where patients live and work. Combining telehealth, mobile health units, and localized outpatient services, these models improve accessibility and reduce barriers to care. Patients benefit from the convenience of receiving care at home or in their communities, reducing travel time and wait times while fostering more personalized and effective care plans. We see this approach as especially impactful for underserved populations, ensuring equitable access to timely interventions and enhancing patient satisfaction.

**Virtual care options like telehealth facilitate continuous engagement between patients and providers, allowing for real-time follow-ups, remote monitoring, and stronger relationships.**

Together, these models empower patients to take a more active role in their care, resulting in better outcomes and higher satisfaction.

### Business Considerations

Healthcare organizations also stand to benefit. Expanding telehealth infrastructure, mobile health units, and outpatient facilities will extend care delivery to broader populations, driving both revenue growth and improved patient loyalty. Implementing these models will require robust supply chain optimization. However, healthcare systems leveraging data analytics in supply chain management can achieve measurable improvements in efficiency and resource allocation.

The declining ratio of caregivers to those in need underscores the urgency of these models. In 2010, there were over seven potential caregivers aged 45 – 64 for every person aged 80 and older; by 2050, this ratio is expected to fall to less than three to one. Decentralized and virtual care can bridge this gap by reducing the burden on traditional caregiving systems, allowing healthcare providers to serve more patients with fewer resources.

### Technology Enablers

The success of decentralized and virtual care relies on a range of advanced technologies. High-speed internet and secure video conferencing platforms underpin telehealth services, while mobile health units equipped with diagnostic tools enable on-site care. Additionally, sophisticated electronic health records (EHR) systems ensure seamless integration and accessibility of patient data across care settings.

**Emerging technologies such as AI-powered remote monitoring devices and predictive analytics further enhance care delivery.**

These tools allow providers to identify health issues earlier, enabling timely interventions and reducing hospital readmissions. Cloud-based platforms and interoperability solutions ensure that all components work together efficiently, supporting both clinical and operational excellence.



## Clinical Opportunities

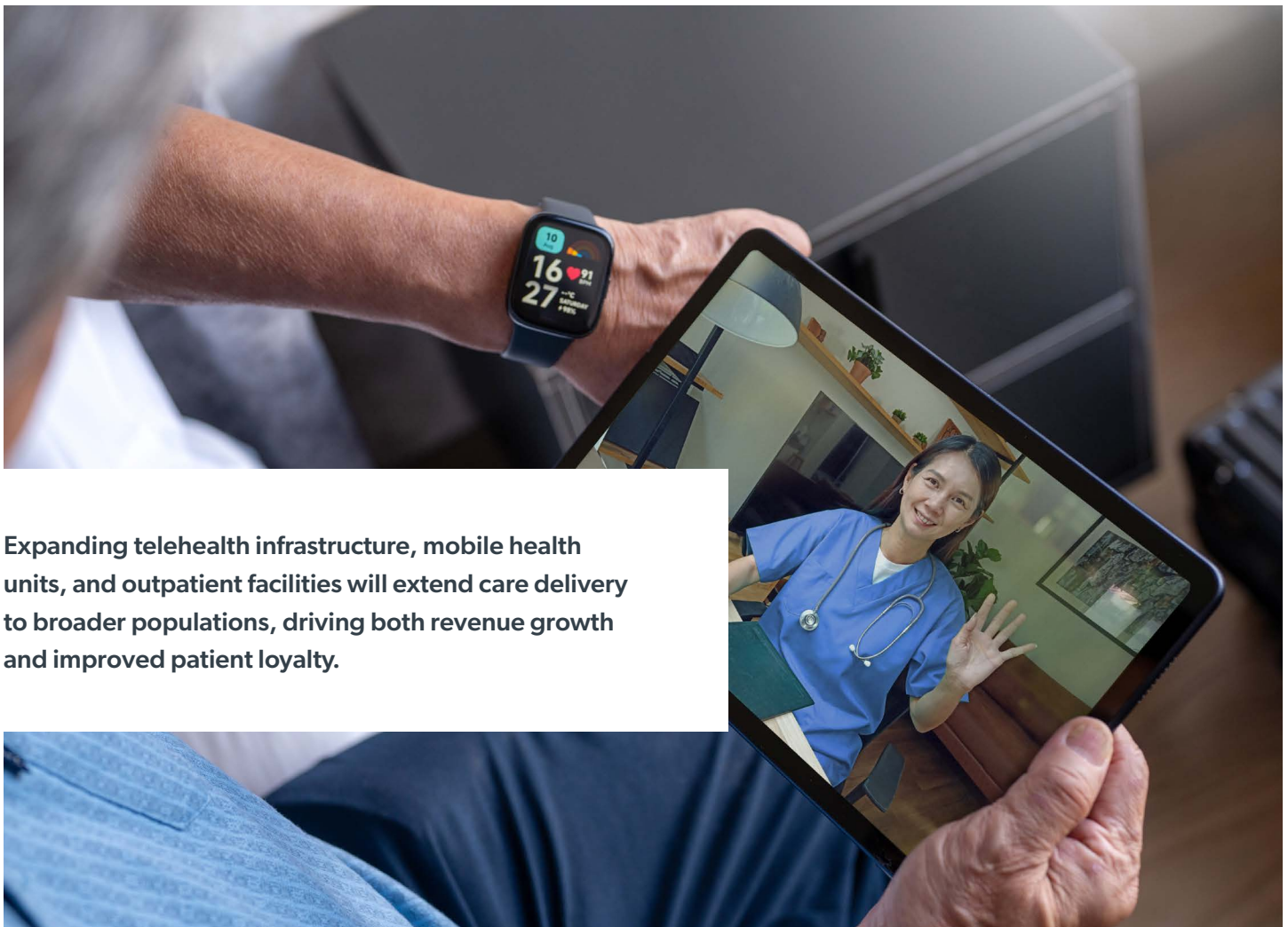
Decentralized and virtual care models can also enhance clinical outcomes. Early detection and management of chronic diseases can lead to timely and personalized care.

**Virtual consultations and localized services can boost access to specialists, while remote monitoring facilitates proactive health management.**

Together, these advancements reduce complications, improve recovery rates, and elevate the overall patient experience.

## Tracking This Trend in the Real World

Teladoc Health and other virtual care platforms are redefining healthcare access, providing millions of patients with on-demand consultations that eliminate travel time and reduce wait times. During the COVID-19 pandemic, telehealth visits surged by over 6,000%, proving the scalability and necessity of virtual care. Today, major health systems like Cleveland Clinic and Kaiser Permanente continue to expand telehealth services, integrating remote monitoring and AI-driven triage to enhance patient outcomes. As digital-first care models gain traction, decentralized healthcare is becoming the new normal, offering patients greater convenience and continuity of care.



**Expanding telehealth infrastructure, mobile health units, and outpatient facilities will extend care delivery to broader populations, driving both revenue growth and improved patient loyalty.**

## Artificial Intelligence and Machine Learning in Diagnostics

### Patient-Centered Impact

As in every other industry, AI and machine learning (ML) are transforming business. In healthcare, we see AI and ML enabling faster, more accurate, and proactive disease detection. By analyzing vast datasets, these technologies recognize subtle patterns that may be missed by traditional methods, leading to earlier interventions and better patient outcomes. AI-driven insights also support precision medicine, tailoring treatments to individual patient profiles for improved efficacy and reduced adverse effects. Additionally, AI minimizes diagnostic variability among providers, enhancing consistency and patient safety.

### Business Considerations

Investing in AI and ML future-proofs healthcare organizations by strengthening diagnostic capabilities, driving growth, and maintaining a competitive edge. Seamless AI integration into existing workflows reduces operational bottlenecks and enhances productivity. Ongoing training ensures clinicians can effectively leverage AI tools, while robust compliance strategies safeguard patient data privacy and regulatory adherence, reinforcing trust in AI-driven care.

### Technology Enablers

Along the same lines, advancements in deep learning for imaging, natural language processing (NLP) for clinical documentation, and predictive analytics for risk assessment are revolutionizing diagnostics. Federated learning enables AI to improve without compromising patient data security, while cloud-based AI platforms provide scalable, real-time insights to clinicians. These innovations drive diagnostic precision, operational efficiency, and improved patient outcomes.

### Clinical Opportunities

AI and ML are accelerating early disease detection through enhanced imaging, facilitating risk prediction for proactive care, and automating repetitive tasks to allow clinicians to focus on complex cases. These innovations reduce clinician burnout, optimize resource allocation, and enable a shift from reactive to preventative care, improving overall health outcomes.

### Tracking This Trend in the Real World

AI-driven diagnostics are rapidly transforming healthcare, with Google's DeepMind developing an AI system that detects eye diseases with expert-level accuracy. Similarly, Mass General Brigham is using AI to analyze radiology scans, identifying conditions like lung cancer earlier and more precisely than traditional methods.

**Hospitals and labs worldwide are now leveraging machine learning to reduce diagnostic errors, speed up disease detection, and personalize treatment plans — marking a shift toward faster, more accurate, and proactive patient care.**



## Personalized Medicine and Genomics

### Patient-Centered Impact

Developing tailored treatment plans based on individual genetic profiles can enhance patient outcomes by increasing treatment efficacy and reducing side effects. Empowered with personalized health insights, patients can manage their health proactively.

### Business Considerations

Collaborating with genomic research institutions and investing in genetic testing and analysis technologies enhances an organization's competitive advantage. Developing personalized treatment protocols improves patient outcomes and drives business growth.

### Technology Enablers

Next-generation sequencing technologies, big data analytics, and bioinformatics platforms will drive the future of personalized medicine and genomics, enabling precise genetic profiling, data interpretation, and research advancements.

### Clinical Opportunities

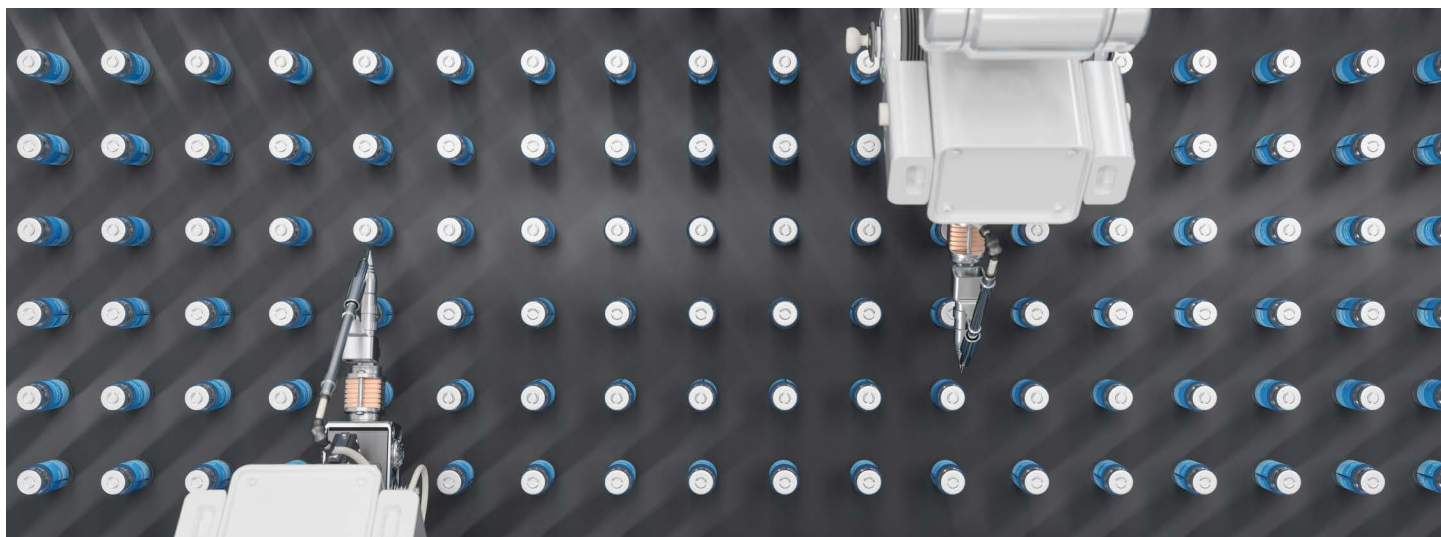
By identifying genetic markers for disease risk, developing targeted therapies, and personalizing drug prescriptions, organizations can improve patient outcomes and treatment effectiveness.

### Tracking This Trend in the Real World

Advancements in CRISPR gene-editing are bringing personalized medicine to life, with real-world breakthroughs like the successful treatment of sickle cell anemia and beta-thalassemia through genetic modifications.

**Leading institutions such as Stanford Medicine and the NIH are pioneering research into gene-based therapies, tailoring treatments to individual DNA profiles.**

As precision medicine expands, pharmaceutical companies are developing targeted drugs that reduce side effects and improve outcomes, signaling a future where treatments are designed specifically for each patient's genetic makeup.



## TREND 6

# Blockchain for Health Data Security

### Patient-Centered Impact

Ensuring data privacy and protection fosters trust and empowers patients with control over data sharing, improving patient experiences and outcomes.

### Business Considerations

Investing in blockchain infrastructure, collaborating with blockchain technology providers, and ensuring compliance with data protection regulations can enhance your competitive advantage and business growth.

### Technology Enablers

Distributed ledger technology, smart contracts, and advanced encryption techniques will drive the future enhancing data security and transparency in healthcare.

### Clinical Opportunities

Enabling secure sharing of patient records, preventing data breaches, and ensuring transparent tracking of clinical trials and research data is improving patient outcomes and operational efficiency.

### Tracking This Trend in the Real World

Estonia has become a global leader in blockchain-secured health records, ensuring patient data remains private, tamper-proof, and accessible only to authorized providers. Major health systems, including Mayo Clinic and MITRE, are exploring blockchain solutions to enhance medical record security and prevent fraud. As cyber threats rise, insurers and hospitals are leveraging decentralized ledgers to safeguard patient identities, streamline data sharing, and build greater trust in digital healthcare ecosystems.



## TREND 7

# Robotics and Automation in Surgery

### Patient-Centered Impact

Enabling minimally invasive procedures, improving surgical precision, and reducing recovery times will improve patient outcomes and satisfaction.

### Business Considerations

Investing in robotic surgery systems and training, developing integration protocols, and conducting cost-benefit analyses is leading to competitive advantages and business growth.

### Technology Enablers

AI-enhanced robotic systems, real-time imaging and navigation technologies, and high-precision surgical instruments are enhancing surgical efficiency and outcomes.

### Clinical Opportunities

Expanding minimally invasive options, reducing human error, and enabling complex procedures are improving patient outcomes and setting new standards in surgical care.

### Tracking This Trend in the Real World

The da Vinci Surgical System is revolutionizing surgery, enabling minimally invasive procedures with greater precision and faster recovery times. Leading hospitals like Cleveland Clinic and Johns Hopkins are expanding robotic-assisted surgeries, reducing complications and hospital stays. As AI and robotics continue to advance, new systems are emerging to assist in complex procedures, from orthopedic surgeries to tumor removals, paving the way to safer, more efficient surgical care.



The da Vinci Surgical System is revolutionizing surgery, enabling minimally invasive procedures with greater precision and faster recovery times.

## TREND 8

# Mental Health and Digital Therapeutics

### Patient-Centered Impact

By increasing access to services, offering personalized interventions, and reducing stigma, the industry is recognizing improved patient outcomes and satisfaction.

### Business Considerations

Partnering with mental health professionals and ensuring regulation compliance is driving competitive advantages and business growth.

### Technology Enablers

Mobile apps, AI-driven chatbots, and telepsychiatry services will enhance accessibility, efficiency, and outcomes.

### Clinical Opportunities

Patient outcomes and care quality are improving by enabling early detection and intervention, providing continuous support, and integrating mental health services into primary care.

### Tracking This Trend in the Real World

AI-powered mental health solutions like Woebot are making therapy more accessible, offering real-time cognitive behavioral therapy (CBT) support through chat-based interactions. Leading healthcare providers, including Kaiser Permanente and the NHS, are integrating digital therapeutics into mental health programs to expand care options beyond traditional therapy. As demand for mental health services grows, AI-driven apps and telepsychiatry platforms are breaking down barriers, providing patients with personalized, on-demand support that enhances well-being and reduces stigma.





## CONCLUSION

# Empowering Patients Through Technology and Personalization

CapTech sees the healthcare industry at a transformative juncture, with an opportunity to integrate today's technology capabilities and exceed soaring patient expectations. Consumer health platforms, telehealth services, and decentralized care models are reshaping how patients access and engage with healthcare. By putting patients at the center of care delivery, organizations can improve accessibility, enhance outcomes, and foster stronger patient-provider relationships.

Consumer health platforms enable patients to take charge of their health through seamless access to personal health data, personalized insights, and

tools that promote health literacy. Telehealth and decentralized care bring healthcare closer to patients' lives, reducing barriers to access and addressing the challenges posed by workforce shortages and caregiving gaps. Combined, these advancements are redefining healthcare by combining personalization, convenience, and cutting-edge technology.

Moving forward, we believe successful healthcare organizations will invest in scalable and secure solutions that integrate these technologies into cohesive care ecosystems. This will ensure organizations remain competitive while delivering improved outcomes and patient satisfaction at the same time.



### Stewart Vann

Managing Director

svann@captechconsulting.com  
802.379.6759

With nearly 20 years' experience in digital consulting, IT modernization, and human-centered design, Stewart helps healthcare companies use technology to improve patient care, streamline operations, and reach business goals. Proficient in established and emerging IT solutions, he collaborates with clients to upgrade systems, improve compatibility, and develop digital strategies to elevate the customer experience and achieve tangible results.

## CONTRIBUTORS:

### Jason Leonard

Principal

jleonard@captechconsulting.com  
803.394.6807

### Andrew Novokhatny

Director

anovokhatny@captechconsulting.com  
919.606.3734

### Adam Auerbach

Director

aauerbach@captechconsulting.com  
201.790.1388

### Jordan Cichon

Director

jcichon@captechconsulting.com  
919.606.3734

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