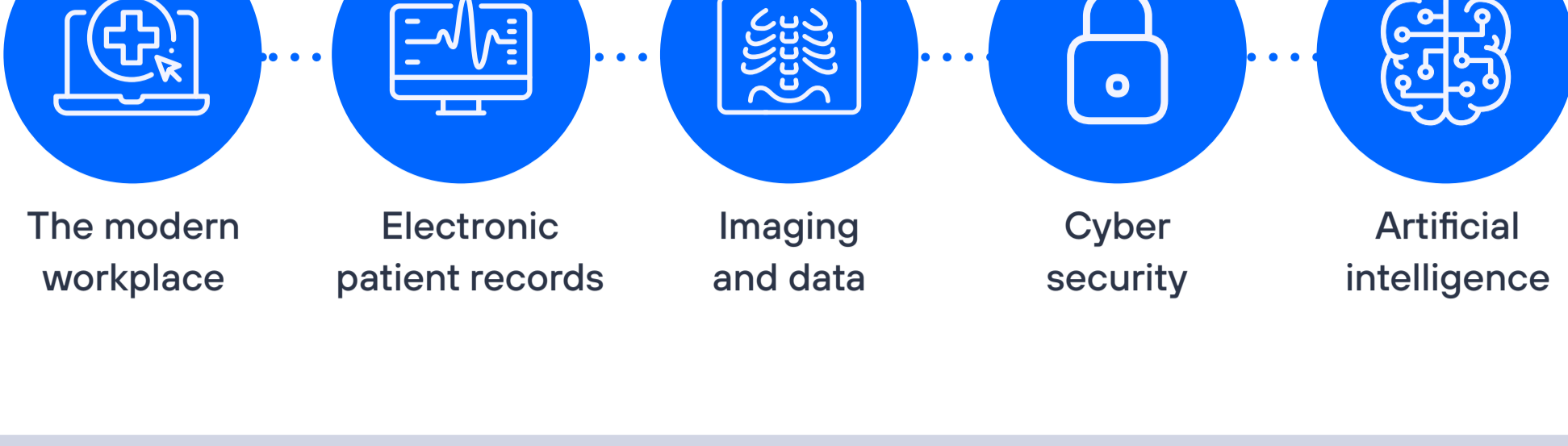


# Accelerate digital solutions for healthcare

Digital transformation to provide healthcare technology that advances you and your patients.



## Key trends in healthcare technology



The modern workplace

Electronic patient records

Imaging and data

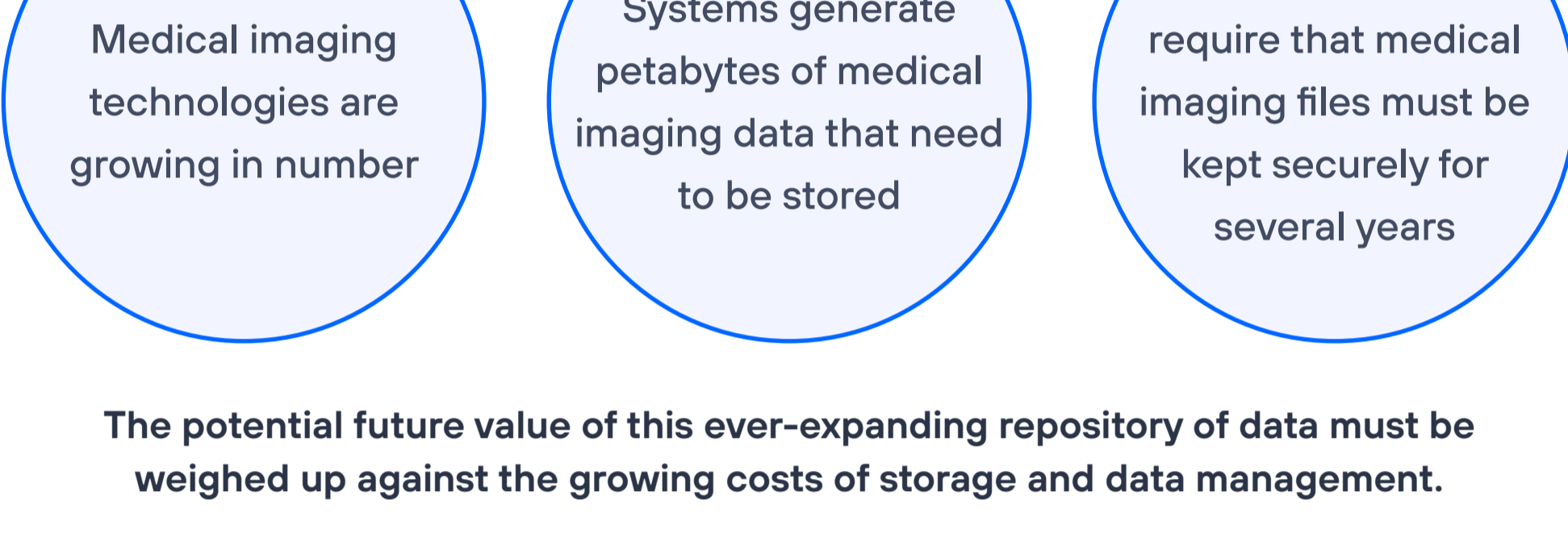
Cyber security

Artificial intelligence

## Key trends in digital imaging and data

- **Enhanced role of Artificial Intelligence (AI)** in medical image diagnosis by aiding radiologists to spot anomalies in human tissues
- **Improving the patient experience**, including the usage of bedside imaging and the growth of home care and diagnosis
- **The growth of diagnostic wearable devices<sup>1</sup>**
- **Shared care and Integrated Care Systems (ICSs)** is set to unlock data from proprietary formats across different areas of healthcare.
- **Platforms will be designed around individual patients.** Referrals, results and diagnostic data will all feed into a personalised data stream in a patient's own cloud<sup>2</sup>

## Medical imaging challenges



The potential future value of this ever-expanding repository of data must be weighed up against the growing costs of storage and data management.

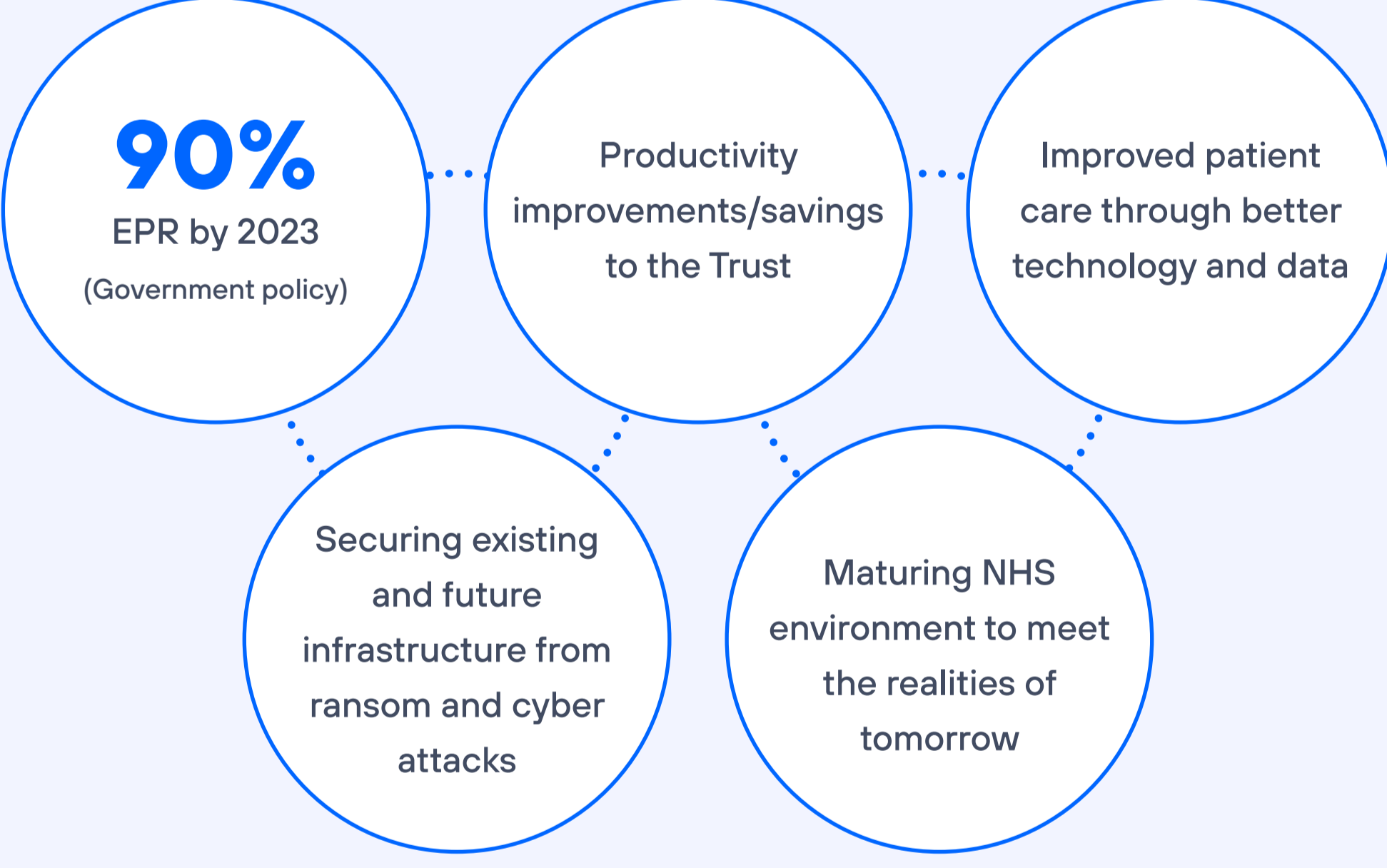
Telefónica Tech designs bespoke systems for each customer to ensure that stale data is moved from active storage to the archive, in a tiered system that is secure, compliant and cost-effective.

[Explore HPE GreenLake](#)

## Market challenges and pressures



## Customer demands



## Telefónica Tech solution areas



1. <https://www.linkedin.com/pulse/global-trends-medical-imaging-2022-carestream-health/>  
 2. <https://blog.telefonicatech.uk/blog/5-tech-trends-2022>  
 3. <https://pubmed.ncbi.nlm.nih.gov/31349797/>  
 4. <https://www.health.org.uk/publications/our-ageing-population>  
 5. <https://www.theweek.co.uk/recession/957043/what-would-a-recession-mean-for-the-uk#:~:text=The%20Bank%20of%20England%20has%20warned%20that%20the%20UK%20is%20expected%20to%20face%20its%20longest%20recession%20since%20the%20global%20financial%20crisis.>