

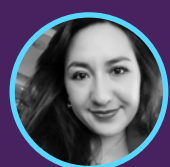
Trends map 2023

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| PERMANENT CONTENT IN EL HOSPITAL | PERIOD | MEGATREND | CONTENT TOPIC | ANGLE | ACTIONS | |
|---|---|--|--|---|---|--|
| | | | | | DIGITAL | EVENTS |
| <p>Advances in ICT and digital health</p> <hr/> <p>Medical technology industry</p> <hr/> <p>Hospital quality and safety</p> | <p>Q1 (Jan-Mar)</p> | <p>1. Timely access to diagnosis and treatment</p> | <p>The Patient at the center</p> <hr/> <p>Silver economy</p> <hr/> <p>Personalized service</p> <hr/> <p>Clinical research and pharmaceutical industry leadership</p> | <p>Institutional quality based on patient experience</p> <hr/> <p>Immunotherapies for cancer control and oncology market figures</p> <hr/> <p>Public health prevention with public-private initiatives</p> <hr/> <p>How health systems are preparing for an aging population</p> <hr/> <p>Business models focused on senior health and care</p> <hr/> <p>Genetic and predictive analysis with laboratory medicine</p> <hr/> <p>Comprehensive patient management with international CPGs</p> <hr/> <p>Therapies for heart disease, diabetes and chronic degenerative diseases</p> <hr/> <p>Orphan diseases: comprehensive diagnosis and treatment</p> <hr/> <p>Inter-institutional cooperation to ensure access to treatment</p> | <p>6 Newsletters (twice a month)</p> <p>Editorial Webinar</p> | <ul style="list-style-type: none"> • Arab Health, Dubai, Jan 30 to Feb 2 • Future Health, London, March 15 & 16 • ECR 2023, Austria, March 1 to 5 |
| <p>Best hospitals in LATAM</p> <hr/> <p>Market performance of medical business lines</p> <hr/> <p>Radiological techniques and technologies</p> <hr/> <p>Clinical laboratory and blood bank</p> <hr/> <p>Medical infrastructure and furniture</p> <hr/> <p>Provision of medical devices and supplies</p> | | | <p>Q2 (Apr-Jun)</p> | <p>2. Innovation in cutting-edge technologies</p> | | <p>Medical technology management and evaluation</p> <hr/> <p>Diagnostic imaging</p> <hr/> <p>Clinical laboratory</p> <hr/> <p>Point of Care Systems</p> <hr/> <p>Pharmaceutical technology</p> |
| <p>Multidisciplinary teams</p> <hr/> <p>Human talent management in healthcare</p> <hr/> <p>Regulations, quality and safety</p> <hr/> <p>Financial sustainability</p> <hr/> <p>Interinstitutional work</p> | <p>3. Efficiency and Sustainability</p> | <p>Prepared to deal with pandemics? Lessons from burnout, fair wages and physical safety.</p> <hr/> <p>Influence of biomedical and nursing staff on clinical decisions.</p> <hr/> <p>Decent treatment, salary criteria and forms of hiring in LATAM</p> <hr/> <p>Efficient supply use to avoid waste and shortages</p> <hr/> <p>Rigorous biosafety protocols to prevent infections and adverse events</p> <hr/> <p>Less cross-contamination and increased sterilization and hygiene in hospitals</p> <hr/> <p>Investment priorities in furniture, technology and vital supplies</p> <hr/> <p>Supply self-management and self-procurement in the face of global volatility</p> <hr/> <p>Cost and expense adjustments in crisis situations</p> <hr/> <p>Intersectoral agreements and governance for smart health systems</p> <hr/> <p>Public-private partnerships with public health prevention programs</p> | | | | |



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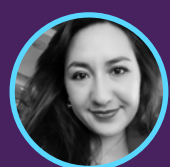
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| | | | | | DIGITAL | EVENTS |
| Pharmaceutical industry International regulations and standards Minimally invasive procedures Clinical advances Supply chains World Health Days Medical specialties Advances in surgery and anesthesia | Q3 (Jul-Sep) | 4. Digitalization and interoperability in healthcare | Telemedicine The value of Healthtech Startups Interconnectivity Electronic Clinical Chart Artificial Intelligence | Change management in digital infrastructure and digital skills for healthcare professionals. Telehealth and Telediagnostic support for patient experience Adoption and adaptation phases of intelligent health care systems Digital architecture requirements and data analysis Cost-effective benefits of digital health services Market behavior of the Internet of Medical Things market Roadmap for team interoperability and continuous support Bigdata in digital health systems integration Traceability, cybersecurity and data protection systems The role of digital hospitals in hybrid care Algorithms and predictive information systems in radiology and laboratory Digital platforms for care of chronic degenerative diseases Impact of the metaverse and virtual reality in medicine and public health | 6 Newsletters (twice a month) Editorial Webinar | <ul style="list-style-type: none"> • FIME, U.S.A July • ESC Congress Barcelona, August • ExpoMed, Mexico, September • Medical Expo Mexico, November |
| | | 5. Infraestructura | Operating rooms Hospitalization Targeted and specialized care Extra-mural architecture Integrated transportation networks | Robotics: types of procedures and applications Design and furniture for hybrid care areas Smart beds, infusion pumps and vital signs equipment Ergonomic equipment and furniture for patients and professionals Primary diagnostic rooms and devices Satellite clinics and mobile hospitals Specialized clinics and in-house oncology and dialysis areas Lessons from a Pandemic: Dividing Spaces to Serve Diverse Patient Groups Transportation alternatives in the city and in rural areas Supply chain and logistics of vital supplies | 6 Newsletters (twice a month) | <ul style="list-style-type: none"> • Medica, Germany, November • RSNA, U.S.A. December |
| | Q4 (Oct-Dec) | 6. TOP Hospitales privados en LATAM | Installed capacity Innovation, development and excellence | Increased number of equipment in key in-hospital areas Investment strategies and short- and medium-term expansion projects Quality certifications and cost-effective management strategies | | |



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