

## Wolters Kluwer 2023 Healthcare Technology Predictions

With the healthcare industry continuing to adjust in the wake of the COVID-19 pandemic, our experts from the Health Division at Wolters Kluwer have provided their [insights and predictions](#) for what healthcare leaders can expect going into 2023.

To speak with any of our experts on these and other topics for the media, please contact Ashley Beine at [ashley.beine@wolterskluwer.com](mailto:ashley.beine@wolterskluwer.com).

### Lower drug prices, but also better medication management

High prescription drug prices made headlines in 2022 and rightly became the focus of legislative action in the United States. Spending on prescription drugs will continue to increase compelling added focus on their safe, appropriate, and cost-effective use. We can expect particular attention on specialty medications (such as expensive biologics).

[Peter Bonis](#), Chief Medical Officer, Wolters Kluwer, Health

### Information infrastructure to sustain telemedicine

For years the concept of telehealth as a mainstream solution for healthcare was considered futuristic – for some as shiny and as far away as flying cars. But in just two years, greatly accelerated by the pandemic, practical telemedicine solutions are emerging, and millions of dollars are being invested in the market. Yet despite widespread use, challenges remain, including questions around the quality of virtual care and the underlying information infrastructure guiding treatment decisions. Addressing this ‘last mile’ of virtual care will be an industry priority in 2023, starting with a focus on scaling the latest evidence-based care standards to foster alignment among stakeholders, including tech developers, patients, and providers.

[Yaw Fellin](#), Vice President, Product and Solutions, Clinical Effectiveness

### The pharmacist will see you now

In 2023, traditional pharmacies in the United States like CVS and Walgreens will continue to move into the primary care and home health space, creating an expanded healthcare marketplace and more options than ever for consumers. But this decentralization of care poses consistency and quality challenges that are quickly coming to the fore. In this increasingly patchwork system, clinical decision tools capable of bridging the gaps between settings will be needed to eliminate care variability, better coordinate care, and ensure a single source of evidence-based information exists at every touchpoint in a patient’s healthcare journey.

[Greg Samios](#), President & CEO of Clinical Effectiveness

### Personalized, inclusive, interactive content key to patient engagement

Partnering with patients on their healthcare is critical to delivering the best outcomes, but one-size-fits-all (often tone-deaf) educational content is not resulting in desired behavior change. Patients are becoming savvier healthcare consumers, and their expectations are evolving. This requires hospitals and health plans to evolve their strategies to win patient trust. In 2023, expect to see investment in outreach

solutions that can deliver more personalized and inclusive educational content that better reflects diversity of patients in age, gender, race, family structure and more. Similarly, healthcare content that can be delivered in more interactive and experience-driven formats will be key to engagement across all demographics who increasingly consume via platforms like TikTok for their health information.

[Jason Burum](#), *General Manager, Provider Segment, Clinical Effectiveness*

### **Hospitals embrace holistic surveillance for improved clinical outcomes**

Clinical surveillance efforts have historically been handled by individual hospital departments, with the common belief that more tailored programs deliver better results. However, amid increasing market consolidation and calls for more holistic quality and safety improvement efforts, clinical leaders must now embrace a more comprehensive approach to their surveillance efforts. Fortunately, AI-enabled tools have advanced with natural language processing and powerful analytics to make high-quality clinical surveillance solutions both scalable and practical across departments, supporting accurate detection of clinical threats – regardless of where a patient is in their care journey – to ensure the best outcomes.

[Itay Klaz](#), *MD, MHCI, FACHE, Medical Director for Clinical Surveillance & Compliance*

### **Pharmacy professionals – Balancing compliance and clinical advancement**

Pharmacists and pharmacy technicians are often the most accessible health care providers in their communities. Both roles will continue to see an evolution in their scope of practice to include direct patient care that will only increase in the year ahead. However, advanced clinical roles must be balanced with maintaining compliance. With the final publication of USP <797> and an updated NIOSH Hazardous Drug list expected in 2023, intentional planning will be needed by experts in sterile compounding and medication management to manage changes and ensure standards are met. The myriad of pharmacy priorities will likely spur investment in technology capable of driving efficiencies, reducing care variation, and accelerating onboarding for new personnel.

[Annie Lambert](#), *PharmD, BCSCP, Clinical Program Manager for Compliance Solutions for Clinical Surveillance & Compliance*

### **Health IT oversight pushes patient safety forward**

“Patient safety will improve with regulatory oversight of healthcare technology – particularly around the emerging software in the medical device space. With increasing regulations, hospitals and health systems now face greater hurdles using and maintaining technology built in-house. In 2023, we expect clinical leaders trying to build solutions will experience pushback from internal legal and regulatory teams challenged to manage the burden of compliance. Many hospital leaders will turn to proven, clinically validated, and compliant tools in lieu of building their own solutions. By partnering with companies that have already taken on this burden of compliance, health system leaders will be able to keep internal teams focused on providing the best care to patients.”

[Karen Kobelski](#), *Vice President & General Manager of Clinical Surveillance, Compliance & Data Solutions*

## **In 2023, post-Covid burnout and boomer retirements converge to deplete nurse ranks, putting pressure on hospital leaders to build environments vital to patient safety--and thriving nurses.**

Nurses on the frontline of care have shown an unwavering commitment to patients despite the ongoing nursing shortage. To meet the moment, hospital leaders must cultivate better, safer, and more supportive working environments for nurses as they emerge from the most harrowing years of their careers. Nurses will continue to seek out forward-looking healthcare organizations that have embraced innovative care models and competency-based staffing approaches to address the issues still happening post-pandemic. By having an adequate number of nurses and matching their skillsets and levels of experience with the acuity of patients they are caring for, nurses will be assured that they have peers they can trust at the bedside, making a world of difference in their overall satisfaction while ensuring patient safety.

*[Anne Dabrow Woods](#), DNP, RN, CRNP, ANP-BC, AGACNP-BC, FAAN, Chief Nurse of Wolters Kluwer, Health Learning, Research and Practice*

## **Nursing education goes to the metaverse**

Over the last decade, technology has fundamentally transformed nursing education. Post-pandemic, experiential learning remains an integral part of educating new nurses, whether delivered online, in the classroom, in the simulation lab, or taking a hybrid approach. No matter the setting, leveraging virtual simulation, and adaptive learning are critical to engage students and help them build clinical judgment and ensure they are prepared for practice. In 2023, nursing education continues to be a leader in innovation, leaping forward by embracing the metaverse and leveraging virtual reality. Virtual reality creates new, immersive learning opportunities so students can enhance their clinical education by practicing skills, working in teams and gaining exposure to the fuller and more complex caseloads that nurses manage in real life, better preparing new nurses for the demands of real-world clinical practice even when they don't have physical access to clinical practice settings.

*[Julie Stegman](#), Vice President, Nursing Segment of Health Learning, Research & Practice*

## **Hospitals prioritize evidence-based practice research**

In the wake of the pandemic hospitals face ever more pressure to improve care quality, which influences every strategic goal in the shift to value-based care, including financial performance. This renewed focus on quality improvement efforts across broad health systems has shed light on the fact that evidence-based practice (EBP) is difficult to execute efficiently and consistently. In 2023, hospitals and health systems will seek out AI-powered solutions capable of standardizing and accelerating the EBP research process so that continual clinical improvement becomes a core element in hospitals' culture.

*[Vikram Savkar](#), Senior Vice President & General Manager, Medicine Segment of Health Learning, Research & Practice*

## **Open medicine to come of age**

Growing interest in open access as well as preprints in the medical arena, in part due to support from both the Centers for Disease Control and Prevention (CDC) and the White House's Office of Science and Technology Policy (OSTP), has pushed the publishing side of the Open Medicine movement into the forefront in recent years. But other global concerns - including reduction in global and local health disparities, the push towards personalized medicine, renewed focus on global health in the post-pandemic era, and the effort to more broadly distribute funding for medical research – will ensure that

the conversation around Open Medicine will broaden in 2023 to become a more all-encompassing and compelling vision for global well-being. The need for openness, dialogue, accelerated innovation, and global collaboration demonstrated by the pandemic will make Open Medicine a key topic in any conversation around society being better prepared for future threats.

*[Vikram Savkar](#), Senior Vice President & General Manager, Medicine Segment of Health Learning, Research & Practice*