

Digital health in pharmaceutical care

Mr. Jaime Acosta-Gómez

Community Pharmacist

FIP-Community Pharmacy Section (CPS) Professional Secretary

FIP Technology Forum Co-Chair



Digital transformation impacts health care through technology. Digital technologies provide healthcare organizations with the tools to support greater standardization of work, which can improve efficiency. At the same time, ‘big data’ also holds the promise of personalized medicine. Factors that drive this development include budgetary pressure and changes in both demographic and consumer behaviour. Technological revolution impacts healthcare by reducing healthcare costs, avoiding preventable deaths, improving health outcomes and quality of life, and improving efficiency.

Telemedicine, telepharmacy, artificial intelligence (AI), enabled medical devices and electronic health records are examples of digital transformation in healthcare, which are reshaping how health professionals and patients interact. Technology will continue to change and develop healthcare. Smart systems capable of understanding health issues and complicated new diseases will lead to innovations that will impact pharmacy. It will provide new ways of treating diseases, optimize diagnoses and patient outcomes, screening and therapy and improving decision-making processes. While the promise of digital health care could lead to inclusive and equitable digital transformation in health, as a means for universal health coverage, it also brings challenges. Digital technologies have become a determinant of health, while ethics, data privacy, an evidence-based approach and equity should be ensured by design. Pharmacists should not see digital technologies as a black box.