

Telemedicine and digital health: The future for pharmaceutical companies and health care

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Abstract:

In today's fast-paced world, demand for convenient patient care is high, prompting the rise of telemedicine and digital health platforms. These platforms offer quick solutions for health management, aligning with the trend of utilizing online tools for various needs. Integrating these technologies into health care ensures top-notch facilities without disrupting busy lifestyles. This review provides a comprehensive view of their benefits, enhancing patient access and streamlining processes. The paper explores diverse applications such as electronic health records and mobile health apps, empowering patients and enabling real-time decision-making for healthcare providers. It emphasizes the role of big data analytics in managing vast health-related data. Government initiatives and regulatory frameworks are also discussed. Through case studies, the review illustrates the tangible impact of these technologies on patient outcomes and healthcare efficiency. Embracing digital health and telemedicine is crucial for pharmaceutical stakeholders to adapt to evolving patient needs and drive innovation in modern health care.

Keywords:

Big data analytics, digital health, electronic health records, regulatory consideration, telemedicine, wearable devices