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The Future Of Health: Three Healthcare Trends For 2022

Anita Gupta Forbes Councils Member
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The healthcare industry has experienced significant growth and changes over the past few years. Here are three trends in healthcare that I think will continue through 2022 and which companies in the

industry should consider to maintain a competitive advantage.

1. ESG Strategy Focused On Innovation

For decades, pharmaceutical and biotech companies have identified new drugs and treatments with their own R&D efforts. As these companies continue to grow and expand their product lines, they are also increasingly turning to strategic initiatives to help them bring their new therapies to market.

The life science industry is moving toward a model of social impact focused on ESG (environment, sustainability, governance) and customized therapies for specific patient populations. It's becoming increasingly difficult for big pharma and biotech companies to manage the execution of these programs in-house. If life sciences companies want to remain competitive, they must look to manufacturing and supply chain partners that can help them streamline processes as well as socially responsible products that support environmental goals. This may help to meet not only financial benchmarks but also the patient-centric benchmarks that will likely take hold in the future.

2. Data Analytics To Accelerate Biotechnology Innovation

As our understanding of genetics and disease continues to evolve, the life sciences industry relies on data analytics more than ever before. Data can be used to improve the drug development and manufacturing processes by identifying patterns in clinical trial study results, as well as predicting patient response to medications or analyzing diagnostic results.

Medical professionals are leveraging machine learning algorithms to analyze why certain drugs are effective, which can help inform

future development efforts. Data analytics also holds promise for predictive medicine, using AI to analyze tests and medical records and track the effects of different therapies on groups of patients over time.

Researchers have trained machines to recognize distinct patterns that indicate how a person will metabolize drugs, enabling them to more accurately predict how effective medication will be. Using AI to determine if someone will respond positively to a given treatment is particularly useful in oncology and neurology, where researchers can help doctors select treatments specific to a patient's needs. Challenges still exist in making AI practical for many companies, but making progress during 2022 is possible with the right partners and regulatory expertise.

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3. Consumer-Facing Telemedicine And Digital Care Solutions

As the healthcare landscape changes, providers are embracing technology to help improve patient outcomes. This is especially true when it comes to acute and chronic disease management. For example, telemedicine and virtual care programs allow doctors to monitor patients remotely using sensors that track vital signs, health records and other personal information. Finding more consumer-facing solutions that are hybrid models, including both face-to-face and telemedicine, could be the future, while making telemedicine more mainstream and improving consumer access. Challenges will continue to emerge regarding the best way to use telemedicine effectively, but more virtual options are likely on their way.

The Bottom Line

The digital and life sciences industry is exciting, constantly evolving

and leading the way in innovation. As healthcare continues to present new opportunities, advancements made today are essential for tomorrow's medicine. With one of the most innovative years in history now behind us, 2022 is likely to continue this momentum. To remain competitive in this changing environment, companies must remain innovative, continue to expand their digital product lines and address new topline market trends.

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U.S. Flight Cancellations Hit New Holiday Peak—More Than 2,600 Scrapped On New Year's Day

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Business

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TOPLINE The United States saw 2,616 flight cancellations on Saturday, a new peak this holiday season that is still rising as poor weather conditions and staff shortages due to the coronavirus' omicron variant have left thousands stranded on New Year's Day.
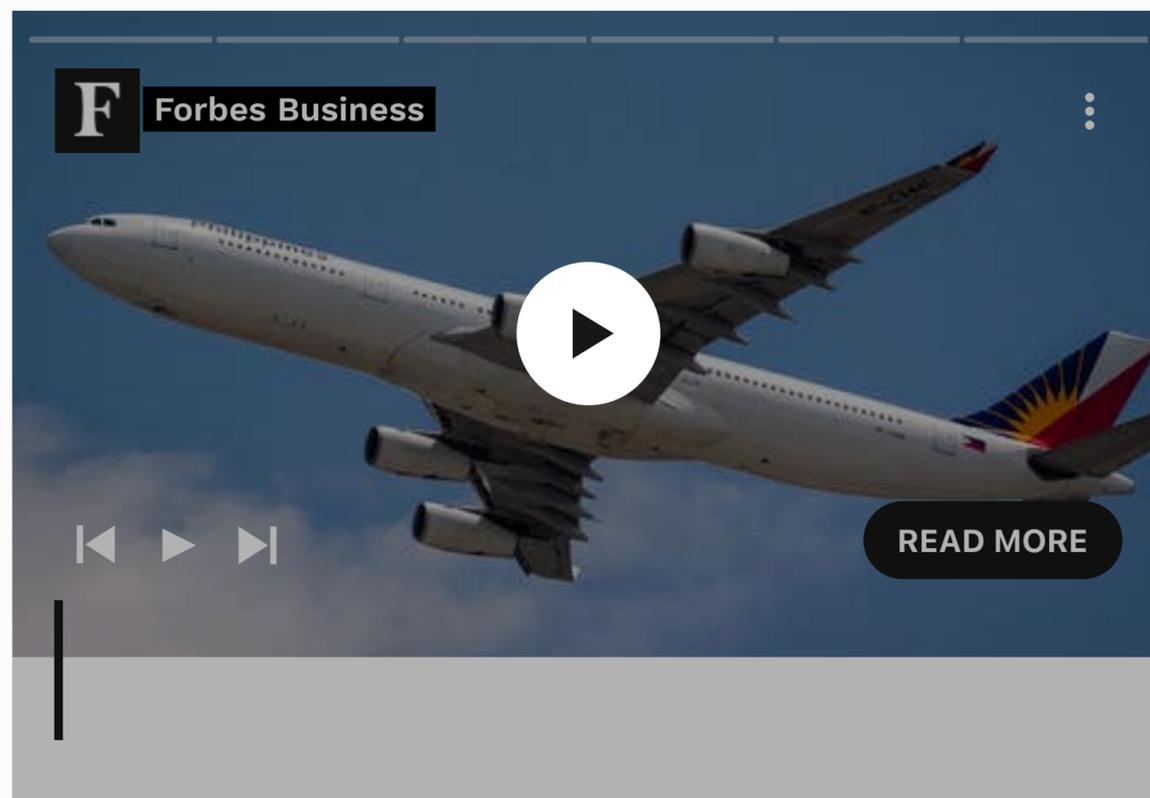

A passenger wearing a respiratory mask speaks on her smartphone by the departures board on January ... [+]   AFP VIA GETTY IMAGES

KEY FACTS

- Cancellations jumped by nearly 1,000 flights over the past day, passing the previous 2021 holiday-high of 1,625 on New Year's Eve, according to the flight-tracker FlightAware.

- Southwest cancelled 13% of its flights on Saturday—472—a high among U.S. airlines and trailing only China Eastern for the most worldwide, with the airline citing the winter storm Frida to *Forbes* as the primary reason for the cancellations.

- JetBlue delayed 167 flights, 16% of its total fleet for New Year's Day.

- Chicago has been hit the hardest, with its two airports, Midway international and O'Hare International, recording over 1,000 cancellations combined as a winter storm warning remains in effect in the midwest—Midway saw 58% of its flights cancelled on New Year's Day.

- On Friday, the Federal Aviation administration told *Forbes* it expects flight delays throughout the weekend due to Covid-19-related staffing shortages.

- In a press release Thursday, Delta Airlines projected 200-300 daily cancellations for the weekend due to the omicron variant of the coronavirus along with inclement weather (the airline cancelled 122 flights on Friday and 185 so far on Saturday).

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BIG NUMBER

Over 4,550. That's how many flights have been canceled worldwide on January 1.

SURPRISING FACT

Total traveler throughput dipped on New Year's Eve by nearly 700,000 compared to 2020, from roughly 2.3 million down to 1.6

million, according to the Transportation Security Administration's checkpoint data.

"The nationwide spike in Omicron cases has had a direct impact on our flight crews and the people who run our operation," United Airlines told *Forbes*. The airline has cancelled 221 flights so far on Saturday.

The omicron variant has continued to spread at an alarming rate across the U.S., with over 585,000 reported new cases on December 30—a new record-high, according to the *New York Times*' tracking data. The Centers for Disease Control on Monday lowered its recommended quarantine time for those that test positive for Covid-19 from 10 days to five days, with airlines requesting the change from the CDC days prior "for fear of significant disruptions to our workforce and operations." Dr. Anthony Fauci, the White House's chief medical advisor, told CNN on Tuesday the shift was implemented in part to bring employees back sooner and "keep society running smoothly."

FAA Warns Of More Flight Delays As 'Increased Number' Of Workers Test Positive For Covid (Forbes)

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