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The future of personalized healthcare: A patient and consumer centered world

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Whereas the 20th century was the century of the physician and the hospital, the 21st century will be the century of the patient and consumer who will control all aspects of healthcare from entry to delivery and will assume greater accountability for the ultimate goal: A personalized and optimized healthcare outcome. This program will cover the spectrum of patient and consumer centered elements that are rapidly coalescing into a unified whole and include: Personalized healthcare records, portals, analytics with decision support, consumer driven healthcare plans, concierge and retail medicine, E-health and telemedicine, globalization of healthcare, social media and consumer driven managed medicare/medicaid. Finally, patients and consumers will assume their rightful place as healthcare leaders working in partnership with physicians, healthcare organizations and other providers in a mutually supportive and beneficial way.

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