



Kerman University of Medical Sciences

School of Management and Medical Information

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Title:

Observatory of future trends in management and health economic sciences

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Abstract

Introduction and Objective: Today, the world is facing complexities in various social, economic, environmental, technological, and political domains. To prevent surprises, identify early changes, and capitalize on future opportunities, foresight plays a crucial role. If environmental changes in our professional domain are not appropriately addressed and responded to, they can pose serious challenges to both the healthcare system and the health system. Therefore, the importance of awareness and vigilance among stakeholders in the health management field, along with more reflection on coping with these changes, is evident. This study aims to identify future changes in the fields of health management and economics, prioritize them, and provide recommendations commensurate with the effects of these changes.

Materials and Methods: This research, conducted in two phases using a qualitative and participatory approach, first identified significant influential trends on the future of health management and economics. Through a review of relevant articles and documents and interviews with experts, key trends were identified. These trends were then categorized using the STEEP framework analysis based on the social, technological, economic, environmental, and political dimensions. In the second phase, the prioritized trends' effects were identified through focused group discussions with students in health management-related fields nationwide. The effects were analyzed using guided content analysis, resulting in a comprehensive study comprising four sections: identified trends, prioritized trends, the effects of these trends, and corresponding recommendations.

Findings: Out of 76 identified trends, 18 prioritized trends were selected, covering areas such as the social domain (increasing aging population and health literacy), technology (artificial intelligence, chatbots, telemedicine, personalized medicine, metaverse, and blockchain in health), economy (structural changes in technology and technology from the perspective of health economics), and environment (drought, environmental pollution, renewable energy). In the political sphere, trends such as the rise of medical tourism, elimination of some health professions and the creation of new ones, a shift in insurance toward health-centric models, and strengthening people's role in health system decision-making were selected. Opportunities and challenges posed to the health system were examined by students, leading to the formulation of related recommendations.

Conclusion: The evolving landscape of healthcare systems is witnessing significant transformations guided by social, technological, economic, environmental, and political trends. The increasing aging population and growing health literacy emphasize the need for prioritizing preventive measures and comprehensive healthcare approaches by healthcare systems. Innovations such as metaverse, blockchain, telemedicine, personalized medicine, and artificial intelligence stand at the forefront of technological advancements, enhancing access and efficiency in healthcare. However, these advancements come with the challenge of rising costs for drugs and equipment, necessitating strategic economic planning. Environmental trends, including drought and air pollution, highlight the need for sustainable actions and a shift towards renewable energy. In the political realm, medical tourism, the dynamic shift of insurance towards

health-centric models, and the powerful role of individuals in health decision-making require necessary policy adjustments. It is noteworthy that these changes may lead to the elimination of some health professions, requiring workforce adaptation. A general recommendation for the health system is an integrated and adaptable approach that encompasses technological innovations, strengthens sustainability, addresses economic challenges, and aligns with social and political dynamics in transition to ensure a flexible and patient-centric future of healthcare.

Keywords: Observatory, Future Trends, Health Services Management, Health Policy, Health Economic

