

Using Foresight to Re-imagine HCP Learning in 2030

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The study investigated the future of health care professional (HCP) learning within the health care ecosystem, focusing on the impact of technological advancements and data overload. 53% of physicians demonstrate burnout and information overload, therefore, sustainable solutions to improve the impact and relevance of scientific communication and HCP learning are critical (Medscape, 2023).

We used scenario building methodology to prepare for future challenges and identify opportunities in the anticipation of changes in HCP learning. The study's methodology included trend identification, predictive modelling, collaborative analysis, behavioural insight and storytelling, driver identification and Futures Table.

Four possible scenarios emerged, which were titled Dr. Wizard, Dr. Absent, Dr. Burnout and Dr. Who?, each presenting a distinct future for the health care ecosystem and HCP learning. Dr. Wizard envisions a patient-centric, AI-enabled, data-driven health care system, with HCPs empowered by technology and harnessing patient relationships. Dr. Absent depicts a worst-case scenario with reliance on AI algorithms and minimal doctor-patient interactions. Dr. Burnout represents the current HCP, who is overwhelmed by data and technological advances without adequate support. Dr. Who? is a wild card scenario where traditional HCP is replaced by AI-driven "carebots", and the HCP focuses on algorithm development.

As a result, we identified key opportunities and risks in the future of HCP learning, emphasizing the importance for collaborating across the ecosystem, supporting both HCPs and patients to keep abreast with technological advancements.

Conclusion: the study provides a comprehensive foresight perspective into the evolving landscape of HCP learning. It highlights the need for adaptive strategies in the face of technological disruption and the critical need for strategic collaborative efforts across sectors in shaping the future of health care.

Biography

Mirkka Schaller, with background in biomedicine, is currently a Director in Digital Health & Experience Innovation team at Alexion AstraZeneca Rare Disease. In her role she is building foresight capabilities across the organization and supports strategic decision-making and innovation. She creates awareness of the strategic foresight and tools available for teams to shape the future, instead of reacting to the changes that are already happening. She also fosters a collaborative and inclusive foresight culture that engages diverse stakeholders and perspectives.

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