# AI and automation reshape healthcare and telecommunications



In recent discussions on the application of artificial intelligence (AI) and automation within business operations, significant insights have emerged, particularly concerning the interplay of these technologies across various sectors. A notable focus is on the healthcare industry, where advancements are reshaping the delivery of care and operational efficiency.

Julia Strandberg, chief business leader of connected care and monitoring at Philips, shared her observations on healthcare trends for 2024 in an interview with MobiHealthNews. She pointed out the rising significance of home-based care and digital health reimbursement as pivotal elements in enhancing patient outcomes. While there are ambitions to extend quality care beyond hospital confines, she noted concerns regarding the scaling of these initiatives, emphasising the need for robust infrastructure and aligned incentive structures.

Strandberg also highlighted that progress in Medicare policies, particularly the expansion of coverage for digital mental health treatment and remote therapeutic monitoring, indicates a growing acceptance of digital health tools in mainstream healthcare delivery. She acknowledged the challenges posed by rising cybersecurity threats while emphasising that AI's role in streamlining clinical workflows is becoming increasingly critical. Speaking on this aspect, she explained, “AI will continue to play a large role across several areas of healthcare,” further noting that it could drastically reduce the amount of data clinicians must review.

Meanwhile, the telecom sector is also witnessing profound transformations through AI and collaboration. Priya Kurien, the client strategy and innovation leader of global industries at IBM, discussed the importance of cross-industry collaboration in her conversation with ZDNet. She explained that such partnerships enable companies to share resources and expertise, which is crucial for driving innovation and growth. Kurien underscored the potential of telecom partnerships to accelerate advancements in fields such as geospatial intelligence and climate science, illustrating the adaptability of the sector in providing critical data during extreme weather events.

The collaboration between IBM and NASA exemplifies how cross-industry partnerships can foster significant advancements in technology. They jointly developed a geospatial AI foundation model using NASA’s satellite data, significantly improving the capability to address issues like climate change. This partnership showcases the potential for telecommunications firms to be central in leveraging advanced connectivity solutions to make substantial contributions across various industries.

Furthermore, the integration of AI in the telecommunications realm is leading to enhanced operational efficiencies. Kurien pointed out that many telecom firms are turning to AI to streamline customer service processes, automate routine tasks, and enable rapid responses to clients. This application of AI demonstrates its versatility in improving service delivery and supports the notion that technological innovations can drive revenue growth while enhancing consumer experiences.

The use of AI also extends into the burgeoning area of telehealth, where companies are harnessing technology to enable remote healthcare solutions, reducing the need for face-to-face visits. This trend, accelerated by the COVID-19 pandemic, demonstrates the telecom industry's ability to adapt to changing consumer demands and technological advancements. For example, the Medical Drone Delivery project, which was developed during the pandemic, showcases how telecom firms are evolving to meet healthcare needs.

In addressing the future of investments in digital health, Strandberg noted that despite previous challenges in transitioning from FDA clearance to reimbursement for digital health tools, the industry has gained insights into regulatory pathways that can enhance financial viability. The Centers for Medicare & Medicaid Services (CMS) has played a crucial role by finalising payment structures geared towards Digital Mental Health Treatment devices, signalling a commitment to understanding and supporting the integration of digital tools in healthcare.

As both the healthcare and telecommunications sectors look ahead to 2025, the synergy between AI, automation, and cross-industry collaborations appears set to play a fundamental role in shaping the marketplace. Companies are poised to continue leveraging these technologies for operational improvements and growth, addressing systematic challenges while paving the way for enhanced service delivery across various industries.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://calvettiferguson.com/ai-automation-trends-2024/> - This article supports the claim that AI and automation are transforming business operations by streamlining complex processes, improving productivity, and enhancing customer satisfaction across various industries.
* <https://resourceemployment.com/pages/ai-for-business-growth-2024-strategies-res> - This resource details how AI is used for business growth in 2024, including strategies like harnessing AI insights, streamlining operations through automation, and personalizing customer experiences.
* <https://www.rapidinnovation.io/post/how-ai-is-transforming-business-automation-in-2024> - This post explains how AI is revolutionizing business automation by enhancing efficiency, reducing costs, and driving innovation across industries, including retail, finance, and manufacturing.
* <https://www.rapidinnovation.io/post/how-ai-is-transforming-business-automation-in-2024> - This article highlights the role of AI in optimizing logistics, supply chain management, and fraud detection, which are critical in various sectors including healthcare and telecommunications.
* <https://resourceemployment.com/pages/ai-for-business-growth-2024-strategies-res> - This resource mentions the use of AI-powered chatbots and robotic process automation (RPA) to automate routine tasks and enhance customer service, relevant to both healthcare and telecom sectors.
* <https://www.rapidinnovation.io/post/how-ai-is-transforming-business-automation-in-2024> - This post discusses the integration of AI in operational management, including the automation of customer service processes and the enablement of rapid responses, aligning with the telecom sector's use of AI.
* <https://calvettiferguson.com/ai-automation-trends-2024/> - This article emphasizes the importance of managing AI risks and establishing ethical frameworks and governance models, relevant to the healthcare and telecom sectors' adoption of AI.
* <https://www.rapidinnovation.io/post/how-ai-is-transforming-business-automation-in-2024> - This article provides examples of AI's role in telehealth and remote healthcare solutions, which is a key trend accelerated by the COVID-19 pandemic and relevant to both healthcare and telecom sectors.
* <https://resourceemployment.com/pages/ai-for-business-growth-2024-strategies-res> - This resource highlights the importance of AI in personalizing customer experiences and improving service delivery, which is crucial for both healthcare and telecommunications industries.
* <https://www.rapidinnovation.io/post/how-ai-is-transforming-business-automation-in-2024> - This post discusses the strategic advantages of integrating AI into business processes, including predicting market trends and offering personalized customer experiences, relevant to cross-industry collaborations.
* <https://calvettiferguson.com/ai-automation-trends-2024/> - This article underscores the role of AI in driving growth and innovation by leveraging predictive capabilities and process intelligence, aligning with the future outlook for healthcare and telecommunications sectors.