DES2019 will analyze how technologies are transforming the doctor-patient relationship in the Digital Health Forum

Artificial Intelligence and Big Data are the technologies that are driving new health care models in which data management is the protagonist

Leading companies in the sector such as Philips Health or Sanitas will address in DES2019 how artificial intelligence has helped to optimize the experience of the digital patient

Madrid, May 13, 2019.- Personalization, control, and safety are the main demands of patients in the health sector, according to the predictions prepared by IDC. Health care, the doctor-patient relationship, and diagnostic procedures and treatments are experiencing a revolution with the application of technologies such as Artificial Intelligence, IoT and Big Data.

[DES-Digital Enterprise Show](#) (DES2019), the largest international meeting on digital transformation to be held in Madrid (IFEMA) from May 21 to 23, addresses in the **Digital Health Forum,** on May 22, the growing importance of the role of the patient in the care and prevention of their own health.

"The challenge is to provide innovative ideas that we can implement, not only in private companies but also in public health models to improve the quality of service and ensure its economic viability. We want universal health and technology can help us achieve it, and in DES2019 we will have success stories that show it, " says **Lluís Altés, Managing Director of DES-Digital Enterprise Show 2019.**

Artificial Intelligence as a driving force for the transformation of the sector

The health sector needs to accelerate its digital transformation to take advantage of technology and develop efficient and profitable models. According to the latest data from IDC, the adoption of Artificial Intelligence in the sector will have a direct impact on 25% of businesses related to the health sector in 2020; and it is expected that by 2022, 50% of the clinical applications will include interfaces, based on voice recognition and sensor implantation, for the treatment and collection of data.

DES2019 has organized in Madrid, on May 22, the **Digital Health Forum,** which will start with the presentation "**Is medical care ready for the patient One? The road to digital determination in European healthcare systems "** given by **Silvia Piai, research director of IDC Health Insights**. Piai will analyze how technological advances are driving the need to offer more personalized and integrated services and how organizations are saving the main barriers of digital transformation in the sector.

Together with Piai, **Alonso Esteve, Head of Digital Strategy and Innovation Cross of Sanofi**, will be in charge of introducing the role of artificial intelligence as an enabler to make more accurate predictions and diagnostics and tailor-made remote assistance programs. Under the title **"Artificial Intelligence at the heart of the health industry revolution"**, the two experts will analyze the main challenges and obstacles facing the sector: access and regulation of data, privacy, storage and paper which must be assumed by the main players.

Iñaki Ereño, CEO of Sanitas in his paper **"Run & change, digitization to improve customer satisfaction in health services" will** share with the attendees the process of innovation and digital transformation that Sanitas has carried out in the last 5 years. Ereño will also explain how this process was implemented from the company, the role of employees and the digital transformation plan that will be carried out by the insurance company in the coming months.

The day will also feature **Gil Adato, vice president of Philips Digital Health**. In his lecture **"Transforming medical attention to scale with the Internet of Things (IoT) and artificial intelligence (AI)",** Adato will focus on the role of Artificial Intelligence and the Internet of Things as technological solutions to improve the quality of care, the economy of health and the user experience of both patients and providers.

Finally, **Mario Garrido CBDO of Olocip**, a Spanish company pioneer in the use of Artificial Intelligence in sports medicine, will present to all attendees some of the most promising innovations in the sector based on Internet of Medical Things (IoMT), nanosensors to perform the monitoring and monitoring of people from the inside, neurotechnology, robotization of surgery or the use of VR and AR for training and simulation for professionals, as well as for patient therapy in their conference **"The power of the new in digital health".** *"Artificial Intelligence allows us not only to treat the data we collect, but to establish predictions that will allow us to address future situations with rigor and in an appropriate manner,"* says the Olocip manager.

The empowerment of the patient and the accumulation of data

The patient is increasingly aware and involved in the care of their health. In fact, the possibility for patients to participate digitally and provide their data and initiatives in their treatment, will mean that their treatment in health care will triple worldwide by 2023, as indicated by IDC.

The privacy of the data, the application of Big Data and Artificial Intelligence will be the pillars on which the foundations of the next e-health will be built, a new reality in which patients will seek protection and personalization of the health system.

DES2019 gathers in Madrid, from May 21 to 23, 23,000 professionals from more than 50 countries, and business delegations from **Germany,** guest country of this edition, **USA, Sweden, India, Brazil or China,** among others. The event brings together more than 450 world experts in Industry 4.0, Blockchain, Artificial Intelligence, Cybersecurity, or Digital Marketing, among many others; together with leading companies in the technology sector, such as IBM, Altran, Deloitte Digital, EY, T-Systems, Globant, KPMG, Santander, Telefonica, UST Global, Nutanix, Ferrovial, Seidor or Improove, among more than 300 firms.