

# Embracing technology for modern healthcare challenges at the Liberty Networks healthcare summit



Health centers are currently facing immense pressure. With the complexity of delivering services to patients, increased government regulations, intricate processes with insurers, and growing competition, new challenges are constantly emerging. Understanding this landscape and aiming to add value to the healthcare industry, Liberty Networks organized the Healthcare Summit, a virtual event exploring the trends and insights for the healthcare sector, with an emphasis on the role of technology as an enabler for the industry.

The conference was initiated by Dr. Juan Carlos Giraldo, General Director of the Colombian Association of Hospitals and Clinics. With an excellent presentation, he provided an in-depth diagnosis of the current situation faced by the health sector, particularly in light of the global pandemic.

“All technologies, no matter how simple they may seem, can make a difference.”

COVID-19 has accelerated the agenda for the future, making home care and telemedicine a reality that is saving lives. In Colombia, as of January 2021, there had been 10 million virtual consultations.

In response to a rapidly changing world, the ACHC proposes the concept of "Hospital 360," an organization that provides health services capable of anticipating changing contexts by understanding the present in order to transform the future.

"Technology tools are the connective tissue of the transformation of the health sector." Advances in robotics, Artificial Intelligence, and blockchain will allow us to develop preventive medicine that meets future market demands.

## Staying up to date with regulatory entities

“Investments in technology in the health sector are focused on security, infrastructure, and Cloud.”

Yezid Vargas, Regional Manager of Solutions Architecture at Liberty Networks, and Gabriel Jaime, designer of infrastructure projects at Grupo Sura, analyzed the reality of business and regulatory compliance in regards to technological implementations.

They shared a success story of modernizing information from diagnostic images and revealed the different regulations affecting the health sector and technological implementations in business continuity plans (DRP).

Liberty Networks, through its range of solutions, has been a strategic ally for Sura before and during the pandemic, helping them navigate significant technological challenges with a non-centralized system. By implementing different products such as software management, data centers, and cloud-based I.T. solutions, they achieved the optimization of telemedicine processes and remote analysis of diagnostic images.

## Medical care at home

According to Dr. Daniela Silva, Director of the "Medical Care at Home" program and of the International Medical Institute of the VITHAS hospital, telemedicine is here to stay. The new reality brought about by the pandemic requires doctors and patients to adapt to this new care model, where hospitals and service providers see the need to modernize and implement new processes to bring healthcare services closer to the patient.

“Connectivity is the foundation for any digital transformation initiative.”

## SD-WAN networks as a cost optimization engine: Efficiency, operational efficiency and visibility of the connectivity resource

It is very important to consider the experience of users in the healthcare sector. New technologies make it possible to humanize the service and bring the patient closer to the institution. Service providers have various solutions at their disposal, such as new applications, Wi-Fi network connection options, and digital billboards to deliver messages effectively.

However, the massification of access points poses one of the biggest challenges in the health sector in Colombia. For service providers, diversifying the traffic of the corporate network while maintaining a centralized infrastructure can be quite challenging and may introduce vulnerabilities to the institution.

Currently, there is not much talk about segmentation in the WAN; linked technologies, force technology infrastructure service providers to transport Wi-Fi, video, patient, doctor, and end-user traffic together. The new Liberty Networks SD-WAN solution addresses this issue by allowing the transportation of various traffic flows in isolated segments, ensuring enhanced security for the infrastructure.

“Security and connectivity paradigms in the health sector have gradually been destroyed, focusing now on improving the patient experience.”

## Lessons and challenges of the health sector in the face of COVID-induced changes

Dr. Carolina Gómez led the second day of the Healthcare Summit, sharing insights into the impact of the pandemic on the development of telemedicine in Colombia.

The health sector has changed drastically since 2019. By September 2020, a total of 9,179 telemedicine services had been enabled in 400 municipalities across the country.

While telemedicine is now a reality, it has been proven that the success of the service lies in hybrid models of care.

## Navigating lessons and challenges in the healthcare sector amid COVID-19

Once futuristic, terms like telemedicine, the Internet of Things, and Big Data have now become a reality for patients worldwide. Technology plays a pivotal role in the development of healthcare for individuals. Dr. Jesus Fonseca shared some of the trends during the event:

- The population structure is shifting towards an aging demographic with increased demand for healthcare services.
- Health systems in all countries are grappling with resource shortages.
- There is a growing awareness of the ability to self-manage our health.
- Societies are better understanding the impact of individual behaviors on population health.
- Healthcare is increasingly focused on value, with services being evaluated based on their impact on people's health outcomes.

Advances in science are possible due, in part, to the new perspective offered by technology. Over the past two decades, they have transformed tasks such as disease diagnosis and treatment. However, the focus of innovation in medicine has been health, while management and operation are the great motivators for other industries.

Healthcare providers need to modernize their operations, but they often remain bound by legacy systems and a lack of communication among the vast amounts of generated information. With our infrastructure and experience, we are the right partner to facilitate and optimize the experience within your healthcare center.

## Why Liberty Networks?

At Liberty Networks, we partner with enterprises, carriers and business communities to enable a better future. We provide the technology infrastructure and offer the support they need to streamline their operations and take their business to the next level.

With our expansive network infrastructure, next-generation solutions portfolio and vast Datacenter network, we provide a solid foundation for business success.