

The future of healthcare: 5 challenges for 2030

From aging populations to AI diagnoses, healthcare faces struggles but also opportunities.



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Rapid transformation in the health sector comes at a time of strong demographic and financial pressures. The 30th [Healthcare Industry Meeting](#) — led by IESE Prof. [Nuria Mas](#), holder of the [Jaime Grego Chair of Global Healthcare Management](#) — analyzed the situation

in Spain, although many of the findings are applicable to other Western countries.

Here are five key advances and accompanying challenges shaping the sector.

1. An aging population

The care system is stretched to the limit by greater longevity as birth rates decline. Many more people are living past the age of 100, [with one study projecting that a lifespan of 125 or more is quite possible](#). In Spain, a top priority needs to be replacing the 33% of doctors due to retire over the next decade. More broadly, new business models and innovative financing models will be required to meet rising [healthcare demands](#) and caregiver support.

2. Digital health data

Digitized patient information enables more precise care at the right time and place. The focus is on both the technological processing and the sharing of health data. The latter is extremely valuable, even more so than financial data, in places such as the United States. Sharing health data is crucial, since only 20% of the data comes directly from the healthcare provider itself.

3. Robotics revolutionizing healthcare

Robots are now in labs, consultations and operating rooms. Robots can perform most experiments needed to create and test molecules, speeding up the research process and offering greater precision. Soon, doctors will interact with patients, not just through video calls, but via robotic devices. Remote surgery, where doctors operate on patients miles away, is the future. Robotics will also transform home care, easing caregiver burdens.

4. Personalized medicine

Drug development has drastically changed, with over half of the 8,000 drugs in development having the potential to become personalized treatments. [Personalized medicine](#) — or tailoring drugs to each patient — promises to significantly improve effectiveness and reduce side effects.

5. Generative AI ushering in a new era

Generative AI is on the brink of solving fundamental biological problems, vital for human, animal and environmental health. New treatments and early detection tests for neurodegenerative diseases such as Alzheimer's, aided by generative AI, will usher in a new era.

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