The trends transforming healthcare in Europe

An aging population is creating new challenges for European healthcare systems, from workforce management to the coordination of care.



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European healthcare systems face a growing challenge: meeting the needs of an aging

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population while ensuring the delivery of high-quality care. Addressing this challenge will require a multifaceted approach, including harnessing the full potential of artificial intelligence, strengthening the skills and capabilities of doctors and nursing professionals, and improving coordination between primary care, hospitals and social services.

Meanwhile, personalized medicine and more patient-centered approaches are gaining ground, reflecting the needs and expectations of increasingly informed patients. Sustainability is also emerging as a key priority, with initiatives focused on reducing unnecessary material consumption and minimizing the environmental footprint of healthcare delivery. These pressing issues shaped the discussions at the 31st Conference of the European Health Management Association, held at IESE Business School's Barcelona campus.

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Jaume Ribera

Professor Emeritus of Operations, Information & Technology at IESE. He is an expert in operations management, health-systems management and project management. He has participated in health-sector management projects in the European Union, in Central and Eastern Europe, and in South America, as a consultant and project manager.

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