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AI and Digital Trends in Healthcare

The healthcare industry is integrating AI and digital solutions to improve patient care, efficiency, and workforce management. This session, organized by the **Life Sciences & Healthcare Practice Group**, was moderated by **Sandra Roels**, Client Partner and the Global Head of the Life Sciences & Healthcare Practice Group at Pedersen & Partners and **Puri Paniagua**, Equity Partner and the Global Head of Technology & Digital Practice Group at Pedersen & Partners. Guest speaker **Sofia Salido**, former VP EMEA, Digital Solutions at Johnson & Johnson, shared insights on digital healthcare trends and talent needs.

Key Drivers of Digital Healthcare Transformation

Aging populations and rising chronic diseases are increasing healthcare demand, while workforce shortages drive AI adoption. AI optimizes diagnostics, treatment, and data management, enabling informed decision-making. Advances in biotechnology and genomics enable precision medicine, shifting healthcare from reactive to preventive care. Sofia Salido emphasized that **"the next decade will transform healthcare more than the past century,"** highlighting the urgency of AI integration.

AI's Role in Healthcare

AI enhances early disease detection, reduces hospitalizations, and streamlines administrative processes. Integrated data systems improve provider coordination. Wearable technology and remote monitoring empower patients to track health in real time. AI-driven health chatbots and virtual assistants expand healthcare accessibility.

"AI is not just about automation," Sofia noted, "but about creating better outcomes for patients and improving operational efficiency."

Patient-Centered Care and Value-Based Models

AI-driven solutions, including wearables and diagnostic tools, help patients manage their health. Value-based care prioritizes patient outcomes over service volume, promoting prevention, coordination, and cost efficiency.

"We are moving from one-size-fits-all healthcare to a model tailored to individual needs," Sofia Salido explained, underscoring the role of AI in personalizing treatments and improving patient engagement.

Challenges in AI Adoption

Barriers include outdated IT infrastructure, data privacy concerns, and regulatory compliance. Scaling AI requires investment and collaboration between healthcare organizations, tech firms, and regulators. Puri Paniagua pointed out, *"The challenge is not just technology, but also how we integrate it into existing healthcare systems without disrupting patient care."*

AI in Surgery

AI improves precision in robotic-assisted surgeries, but surgeons remain in control. Future applications will focus on accuracy, workflow optimization, and real-time data use. **"Even with AI, the surgeon is still in charge,"** Sofia clarified. **"Technology is an aid, not a replacement."**

Future of AI in Healthcare

Tech firms such as Google, Apple, and NVIDIA are expanding AI applications. Successful AI integration will require collaboration between healthcare providers and technology companies. **"Healthcare alone cannot drive digital transformation,"** Puri Paniagua said. **"Collaboration with tech firms is essential to achieving real progress."**

AI is transforming healthcare, shifting from reactive treatment to predictive and preventive care. Industry collaboration, ethical considerations, and workforce adaptation are critical to successful AI adoption. **"The key to success lies in balancing digital transformation with human-centric care,"** Sofia Salido concluded.

The conversation on AI in healthcare is just beginning. Future discussions will continue to explore its evolving impact, challenges, and opportunities. Join us for upcoming insights and expert perspectives.

Talent and Leadership

Healthcare professionals need digital skills to adapt to AI. Organizations must hire leaders with expertise in healthcare and digital transformation. Collaboration between healthcare and technology sectors is key. **"We need leaders who understand both fields,"** Sandra Roels stated. **"Bridging the gap between AI and clinical expertise is critical for success."**

AI Integration: Build, Buy, or Partner?

Companies must decide whether to develop AI in-house, acquire startups, or form partnerships. Collaborations with tech firms often accelerate AI adoption and reduce development challenges. **"Partnerships allow us to leverage AI expertise without losing focus on patient care,"** Sofia Salido explained.

AI and Healthcare Costs

While AI requires upfront investment, it can lower costs by reducing hospitalizations, optimizing resource use, and managing chronic diseases more efficiently. **"Preventive care powered by AI is the key to reducing long-term costs,"** Sofia noted, emphasizing how early intervention reduces the burden on healthcare systems.