

Studying the screen, Dr. Samuels couldn't shake the feeling that something was off.

His years of experience surely trumped the risk calculator's determination. So he ordered the scan anyways, and sure enough...a tumor showed up on the CT!

Internal chemistry, hereditary predispositions, and more factors into each health plan.

Can software lacking critical thinking take it all under consideration? Unless you're in health technology sales, the answer should unequivocally be no.

But don't discount its ability to compliment your intuition.

Come along and I'll show you why...

Artificial Intelligence Industry Report <H2>

It's important to first address one major fear medical professionals have surrounding emerging advances.

Artificial intelligence (AI) can NEVER utterly remove the need for human compassion in healthcare. Phew! I feel better now that we got that out of the way, don't you?

Zooming out to a global level, the AI market size is predicted to swell to [\\$28 billion](#) by 2025. Far from a fad, this fact should cause your industry to pay attention.

Other statistics worth noting:

- With a revenue share of [58.9%](#) in 2020, U.S. medical systems dominated the global AI market
- In 2019, [26.8%](#) of the total Natural Language Processing (NLP) market was occupied by the healthcare industry
- Clinical trials accounted for [24.5%](#) of total medical AI revenue generated in 2020
- Machine learning is expected to have a compound annual growth rate (CAGR) of [44.1%](#) over the next 5 years

Okay, so what does all this mean?

Despite Covid-19 induced uncertainty, savvy physicians and organizations are buying into the future!

Of course the priority should always be what's best for your patients and staff. And yes even investors will factor into your investments in modernity.

With all new technology, there's an adoption life cycle that is broken down into 4 segments:

1. Early adopters
2. Early majority
3. Late majority
4. Laggards

Where your practice falls on this graph is ultimately up to you. But it's wise to aim for the first two once you've vetted the particular advancement.

Next, let's explore the potential of specific tech under the umbrella of artificial intelligence.

How Artificial Intelligence Works in Healthcare <H2>

You've already witnessed the tremendous growth within your industry as related to AI. But why should you care?

[Technology in healthcare](#) can:

1. Build up the quality of care
2. Present physicians with fresh insights
3. Encourage organizational productivity

These reasons barely scratch the surface of what's fully possible.

Overall, components such as favorable legislation, partnerships, and higher levels of adoption are driving the market here in the States.

Let's zero in on a couple of examples.

Machine learning uses algorithms and data to copy the way humans learn, improving in accuracy over time.

How it helps:

- Anticipates readmissions
- Suggests relevant medicines
- Spots high-risk patients

Orchestrating more rapid patient recovery without unnecessary medications seems like a positive wouldn't you say?

One final example is Natural Language Processing, which allows computers to comprehend text and spoken words. How is it assisting your field?

- Combs through, analyzes, and interprets massive volumes of patient data
- Enhances clinical documentation
- Causes computer-assisted coding to be more productive

It's no surprise that AI demand among healthcare professionals is growing in this category.

Tools and tech make your practice a well-oiled machine, and this applies to my industry of marketing as well.

Specifically, [healthcare content writing](#) takes advantage of tools to deliver online messaging that convinces and converts prospects into patients.

Okay, what should your main takeaway be?

Elijah Wordsmith and Artificial Intelligence <H2>

Artificial intelligence should remain supplemental to your intuition, not act as a substitute. In the same vein [healthcare marketing](#) is not a substitute for your personable care, but a supplemental asset.

Technology can decrease patient costs by eliminating unnecessary tests, and improve patient care via more accurate diagnoses. Doing so will lead to referrals and increased patient retention.

Your practice will be more profitable, and you can reinvest in new technology or additional marketing.

Elijah Wordsmith content writing is backed by over 11 years of industry experience between healthcare and digital marketing. Combining the two allows each original blog or social media post to resonate with your target audience.

With access to modern technology and customer service sharpened while working in busy medical offices, I bring a personable approach to growing your online presence.

Take the first step towards standing out online and [schedule a discovery call](#) today!