

# THE VIEW

Life sciences | January 2022



One in every five Americans currently wear a fitness tracker, according to recent reports. This number is set to grow by 20% within 2025. It only goes to show the dramatic technological transformation that the healthcare industry has undergone in the past couple of years. From personalizing therapies through digital twin technology to taking wearables to the next level, in this month's newsletter, we take a look at the major health tech trends that are driving growth in this digital era.



### [Five major trends driving healthcare innovation in 2022](#)

The pandemic may have changed life as we know it, but it has also propelled healthcare forward by a couple of decades. As we begin another year of the 'new normal', here's a look at the innovations transforming healthcare. [>>](#)



### [NLP in EHR: A game-changer for unstructured data](#)

While EHRs can rapidly digitize medical data, challenges such as lack of standardization are hindering this system. Uncover how NLP technology is providing an efficient solution. [>>](#)



### [Digital twins in personalized medicine: From evolution to revolution](#)

Digital twin technology that can use a patient's clinical data in real-time to produce predictions of medical outcomes, is transforming the face of personalized medicine. Explore how. [>>](#)

## Lend an ear to the industry experts



**Saurabh Gupta**  
Innovation Research and Business Strategy Expert, Netscribes



### Digital health cybersecurity: How a robust backend infrastructure can help save billions

[Read the interview](#)

- "Buckle up for a wild ride": Home care's executive forecast ([Home Healthcare news](#))
- Looking ahead to 2022: 12 healthcare execs offer their insights ([Fierce Healthcare](#))
- Health IT experts' priorities and hot-spots for the new year ([Healthcare IT news](#))

## A vision for healthcare's future

- Why competition in retail healthcare is heating up ([Fierce Healthcare](#))
- The up-and-coming digital health markets grabbing investors' attention ([Fierce Healthcare](#))
- How healthcare can be humanized through technology ([Times of India](#))
- The four key frontiers for healthcare innovation over the next decade ([Fierce Healthcare](#))
- How AI may cure the ills of healthcare IT ([Forbes](#))



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