



Digital for Medical



ATHENA
PHARMACEUTICALS

Covid vastly accelerated the adoption of digital tools and technologies in healthcare. Consider remote consultation and monitoring, data capture and sharing, virtual training and care. However, healthcare's adoption of technology is extremely variable. For patients and doctors especially, whilst the adoption of new technologies has often increased efficiencies, physician burnout and clinical workload has increased.

The interpersonal relationship, at the heart of the patient doctor relationship which is intrinsic to personalised care delivery, has been impacted by restrictions on face-to-face consultation, remote telemedicine, phone consultation and the increased requirement to serve the technology and information requirements of health systems but not the patient.

At Athena, we welcome progress, but we regard technology as a tool to support the doctor-patient relationship, a means to improve engagement supporting more coordinated, joined up care and higher clinical standards in competence and training.

Through Medmeetings.ie, we support better meeting scheduling and quality. Our mobile strategies are designed to inform patients via their smartphone and reduce paper and pamphlets. Our aspirations for Clinitips® is to showcase great teachers to develop great students and future leaders. In Athena's view, chatbots and web pages are helpful, but they must be integrated into care pathways so humans can continue to be human.

ADOPTION OF
DIGITAL
TOOLS

HUMAN-TO-
HUMAN
CONNECTION

ADVANCE
CROSS-
FUNCTIONAL
LEARNING