

The Growing Role of AI and Digital Health in Medical Devices

Market Trends, Regulatory Challenges, and Future Prospects



Presented by: Pakhale Pooja Bhaskar, 0542
MBA – Pharmaceutical Management
IIHMR University, Jaipur

Introduction

Healthcare is evolving rapidly due to AI and digital health.

Used in wearables, remote monitoring, diagnostics.

Potential to revolutionize patient care, speed, accuracy, and cost.



Objectives of the Study



Analyze trends in AI-integrated medical devices.



Identify AI use in diagnosis, monitoring, treatment.



Understand regulatory frameworks and challenges.



Assess healthcare professionals' perceptions.



Explore future scope and innovation.

Methodology

Secondary Data:

WHO, NITI Aayog,
FDA, published reports.

Primary Data:

Hypothetical survey
among 25 healthcare
professionals.

Tools:

Google Forms, Excel,
Literature Review, Case
Studies.

Key Market Trends

AI in Diagnostics:

Radiology, pathology
(e.g., Qure.ai).

Remote Monitoring:

Dozee, Biofourmis, etc.

Wearables:

Fitbit, Apple Watch.

Cloud & IoT Integration:

Real-time patient
insights.

DTx and Apps:

Wealthy Therapeutics for
lifestyle diseases.

Challenges Identified

Regulatory ambiguity.

Data privacy and security issues.

High cost and low infrastructure in rural areas.

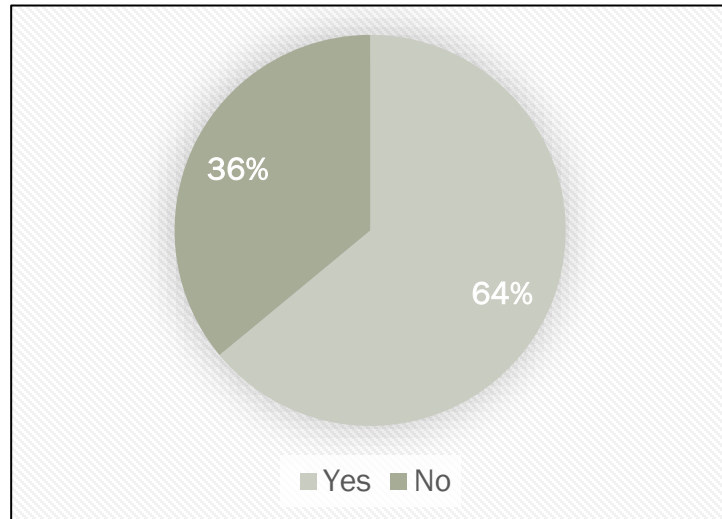
Low awareness and digital literacy.

Algorithm bias and ethical concerns.

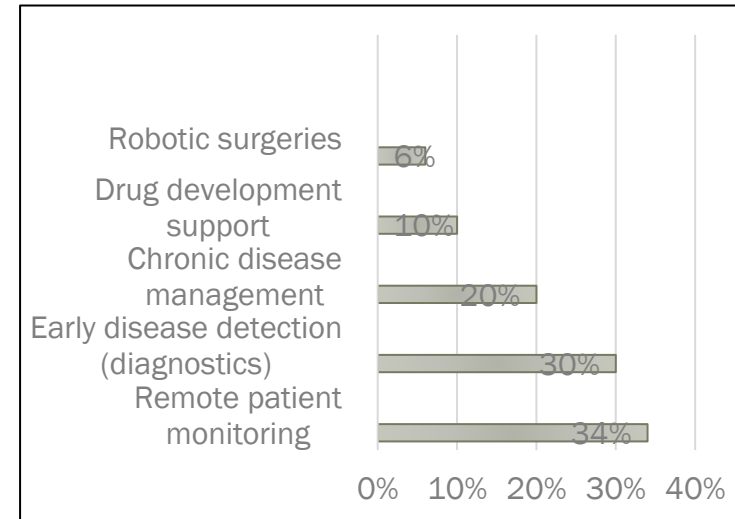


Survey Highlights

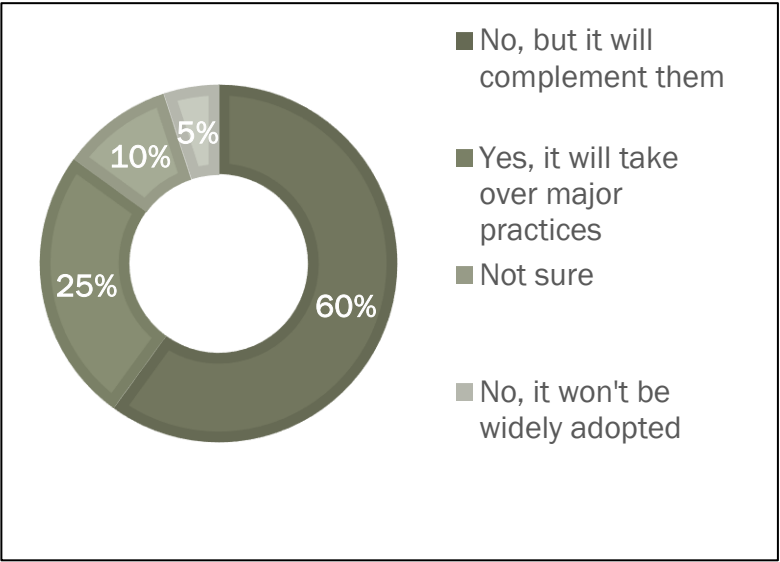
Q1. Do you use or prescribe any AI-based medical device or digital health solution?



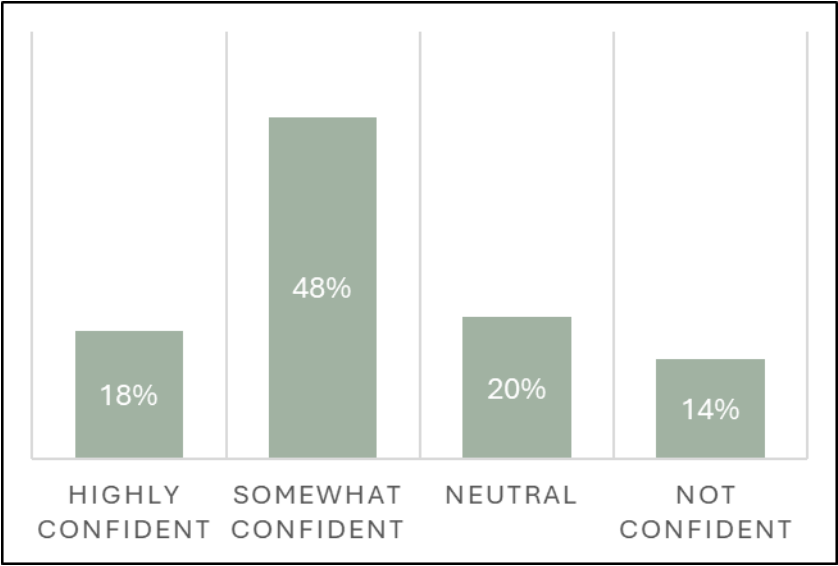
Q2. In your opinion, which area is most impacted by AI and digital technologies in medical devices?



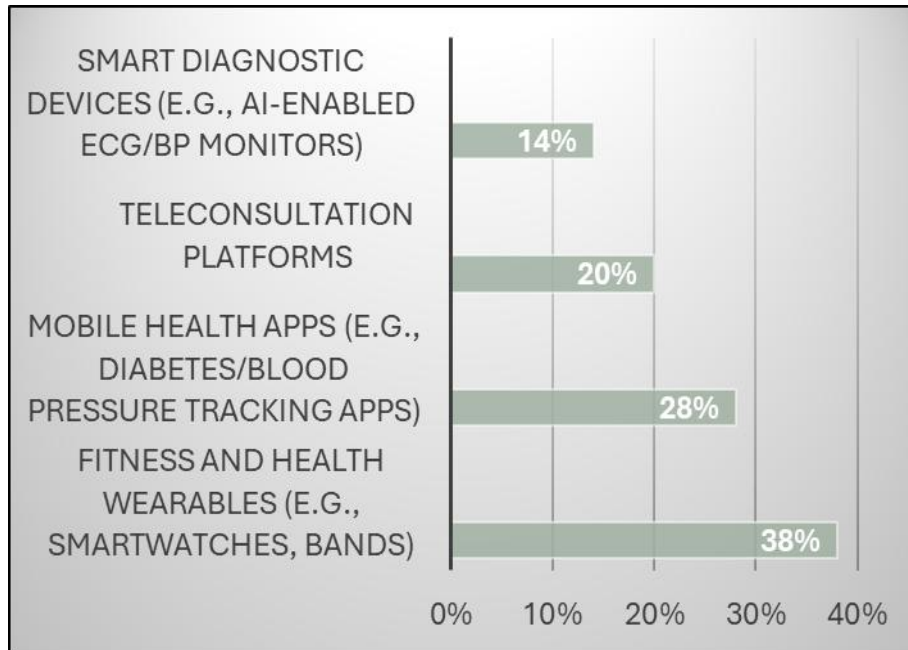
Q3. Do you believe AI and digital health will replace traditional medical practices in the next 10 years?



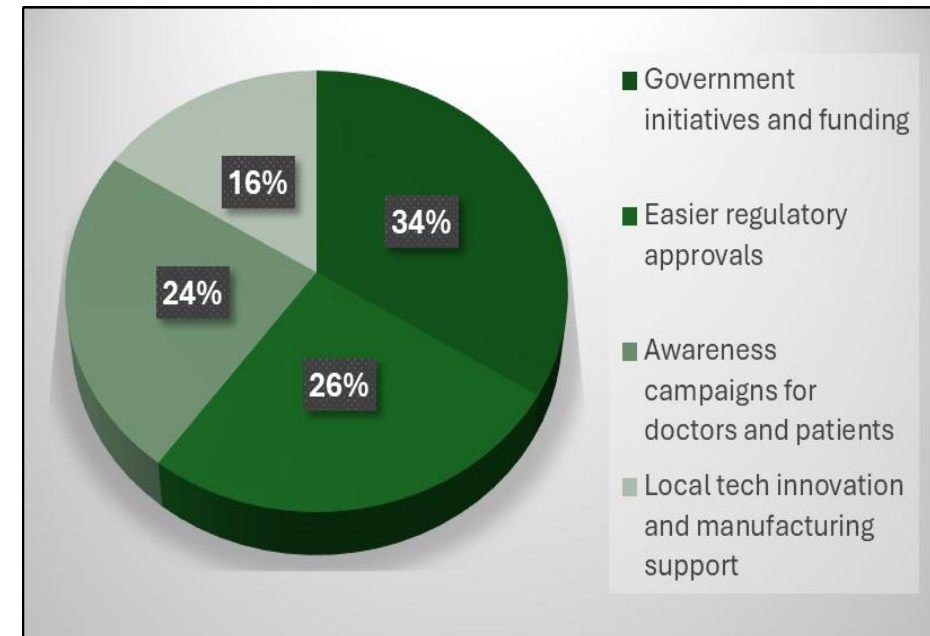
Q4. How confident are you in the accuracy of AI-enabled medical diagnostic tools?



Q6. Which type of digital health device do you or your patients use most frequently?



Q7. What kind of support is needed to boost the adoption of AI and digital health in India?



Future Trends

Personalized
treatment via
genomics +
AI



AI + Edge
computing
for real-time
decisions



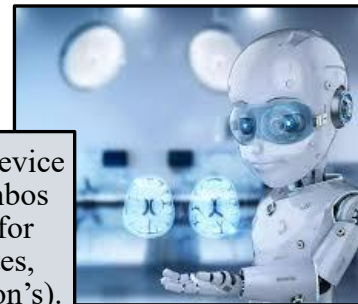
AI +
Robotics for
precision
surgery



NLP – enabled
devices for
faster
documentation



Drug –device
AI combos
(e.g., for
diabetes,
Parkinson's).



Discussion

- Urban areas show growing AI adoption.
- Need for awareness and training among doctors.
- Infrastructure gaps in rural India.
- Regulatory evolution is crucial.
- Collaboration among stakeholders essential.

Conclusion

- **AI and digital health are shaping the future of healthcare.**
They help in faster diagnosis, better monitoring, and personalized treatment.
- **Challenges like data privacy and regulation** must be solved for safe use.
- **India has huge potential** to benefit, especially in rural areas.
- **Collaboration, awareness, and innovation** will make AI in medical devices more effective and trusted.
- The future of healthcare is **smart, connected, and patient-friendly**.

Thank You
