

URL: <https://ecorner.stanford.edu/clips/a-digital-shift-in-healthcare/>

Jerrica Kirkley, chief medical officer and co-founder of Plume, and Kiki Freedman, CEO and co-founder of Hey Jane, observe that technology improvements in the past two years have started a massive paradigm shift in the healthcare industry. Kirkley and Freedman give examples of how their companies have used digital tools and data to better serve their patients.

### Transcript

- Do you see a shift in, kind of, healthcare paradigm 00:00:06,690 with the rise of technology? So Derek, you were talking a little bit about your abstract rate.. You have 10,000, n equals 10,000, and that's never happened.. And that's because you have data, like, at kind of a bigger scale than it has ever happened before.. So, do you see a paradigm shift in the healthcare industry because of the rise of technology? And how does that sort of influence some of the things that you're working on? And feel free to, like, use it as a chance to kinda do like a wrap up, a final statement.. - Yeah, absolutely, a hundred percent.. 00:00:35,370 I mean, yeah, the only way that we can even do that is because we have a distributed virtual company that's providing services all over the country.. And you just can't do that in a single geographic location.. It is literally impossible when you are talking about serving a community that is so marginalized and underserved based on provider availability, but also just the way the population is distributed.. And that's why we haven't seen it today, and that's why we are seeing it now.. We're seeing companies like CVS, Walgreens, Walmart, all of them have opened up these decentralized clinical research units in the last two years to specifically leverage digital technology to conduct clinical trials..

And yeah, so I think technology, being able to do that virtually, meeting patients where they are has actually radically changed, started to change the care paradigm.. I think we're gonna see a whole lot more of that over the next few years.. - Awesome.. 00:01:31,320 - Yeah, totally agree.. 00:01:32,700 I think we've been able to see just how the frequency of data collection allows for such a greater nuance of understanding of what patients want in their experience, and that we're able to quickly iterate and adapt to those preferences as we discover them.. Jerrica references this as well, but the community element, I think has been really critical and something that's only enabled by technology and scale.. We have a forum where patients having an abortion can connect with other peers going through the same thing at the same time, normalize their experience.. And that's something that really could never be done before.. So as we think about ways to confront, destigmatize your isolating moments, I think that will be really, really significant.. - And the last thing I'll say there, 00:02:17,940 and I mean, Kiki's alluding to it, but we actually have data to show that within the trans community, just support from another adult can decrease depression rates by as much as 40%, and probably more, quite frankly..

We're not even talking about a physician.. It doesn't even have to be somebody in healthcare.. It's just the support of a peer.. And whether that's somebody who's a youth or an adult, just having that support goes so far.. So if you are able to provide that support in a digitally leveraged way, that is just as meaningful.. And that to me is, like, wow, that's mind blowing, right? Because if you know that, you don't have to navigate licenses and a whole bunch of regulatory issues, you just gotta be able to bring it to folks.. And of course, that goes for many communities in terms of having that support...