![Catalyst UX — An Unosquare company]

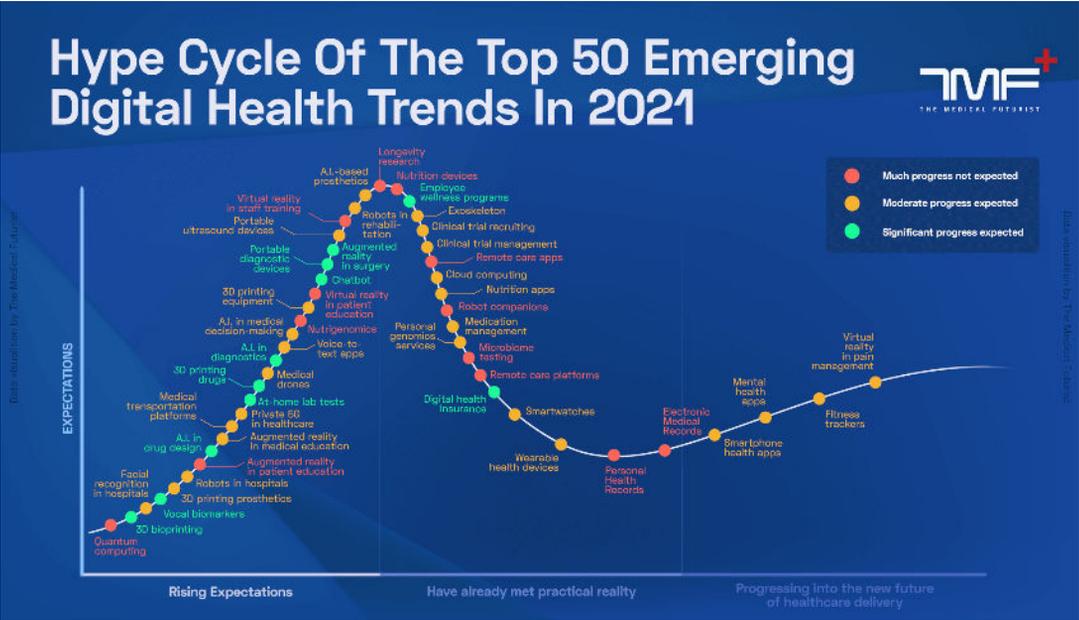# 9 Medical UX Trends to Watch in 2023

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Every year at Catalyst UX we do a round up of what we see as the top UX trends. Our picks are based on the experience we have with our clients in the medical and life science fields. In tandem with this hands-on understanding, we also look at current trends to shape our yearly UX trends. Below are our findings.

Health-sector trends:

The health-tech sector is among the fastest-growing in the world today, making the stakes very high. Investments in the healthcare AI software, hardware, and service market will reach $34 billion worldwide by 2025. But how do you know where to spend your dollars?

According to the Medical Futurist, there are 50 emerging digital health trends that are promising in digital health today. We have paired these with the UX design work we are doing to come up with 9 UX trends for 2023. This is based on the coming technologies with the most promise and those that have already hit practical reality and/or are progressing. We list these in the coming pages.

01
Artificial intelligence in medicine

Artificial intelligence algorithms are not only making our cars safer and shopping easier, but are increasingly diagnosing patients and helping make the best decisions when it comes to healthcare. Even with belt-tightening in 2022, digital health startups using artificial intelligence (AI) have received a whopping $3 billion in funding. Some ways AI is being used include: drug discovery, understanding patient data, automation workflows for healthcare applications, digital diagnostics, imaging and more.

02
Digital therapeutics

The same way that physicians prescribe medications and other lifestyle changes, they can now prescribe smartphone applications and digital technologies. According to the Digital Therapeutics Alliance, "Digital therapeutics deliver medical interventions directly to patients using evidence-based, clinically evaluated software to treat, manage, and prevent a broad spectrum of diseases and disorders." These softwares are differentiated from other mobile health apps since they must be evidence-based and align with the Digital Therapeutics Alliance's 10 core principles.

03
Health sensors and trackers

Use of wearable technology has more than tripled in the last four years. According to research from Insider Intelligence, more than 80% of consumers are willing to wear fitness technology. As a result, the wearable healthcare technology market is surging. And with such small screens you might not think UX is at the forefront but it is critical in these products. Why? First, as most of the wearables are screenless, each device will be connected to at least one other to correctly function. This means we need to consider how to design data consistently across different devices. Secondly, because the screen size is limited, design needs to not only incorporate glanceability but the absolute core function needed. Some of the basic UX strategic tenants include: core functionality, responsiveness, visual design and navigation.

04

Personalized medicine

Personalized medicine is another new wave sweeping health care with the dual objectives of achieving more meaningful patient-to-doctor relations and lowering costs. And technology is emerging as one of the key drivers of personalized care. This can be seen from technologies that are making certain diagnostic tests more affordable and accurate. For example, genetic sequencing is coming down in cost to the point where a doctor would prescribe genetic sequencing as part of a patient's annual physical. This personalized approach challenges UX designers to figure out how to leverage data to display personal information and results.

05

Portable medical diagnostics

Portable and innovative medical diagnostic tools will shepherd us into a new era. Today's general practitioners should all be equipped with digital health technologies to work efficiently and to ultimately make their patients the point-of-care. A GP's bag today should include: hand-held ECG, blood pressure monitor, multidiagnostic devices, digital stethoscope, portable ultrasound, otoscope, vision test

06

Vocal biomarkers and data privacy

The healthcare sector is increasingly embracing technology to solve challenges, especially after the pandemic exposed the strains on the system. Telehealth backed by extensive electronic health records (EHR) is fast becoming the norm; EHR adoption rates are skyrocketing at 89%. But most physicians report that accessing these records is not user-friendly while patients are rightly concerned about their data security. Voice Biometrics can facilitate a more secure system where healthcare professionals can access medical records with no friction while patients can see their collective records. Both groups can have access to updated, accurate information within minutes whenever they need it. At the same time, a voice biometrics system can reduce fraud and high operational costs.

07 Robotics

Medical robots are helping healthcare professionals provide smarter, more comprehensive care to their patients. Medical robots assist with surgeries, streamline clinical workflow and hospital logistics, and enhance patient care and workplace safety. Specifically, Catalyst UX has worked with a leading medical robotics player to reimagine a user interface for their robotic surgery system.

08 Voice user interfaces

The pandemic has fundamentally changed our perceptions and behaviors in which we use devices. Touching various devices nowadays carry a risk of being infected or spreading diseases. Here is where voice user interfaces come to play to make devices more efficient and safe to use. Voice user interface means interfaces that facilitate contact-free communications by allowing users to control and command the device systems with speech.

09 Integration of community as an element of care

Healthcare delivery is increasingly moving away from the hospital and clinic and returning to community-based settings. But instead of the house calls, patients are accessing a new type of community care— smart health communities.

Smart health communities leverage smart technologies to foster a sense of community among patients with similar health goals or needs. These communities work to drive patient motivation and, in many cases, support chronic disease management or prevention. A perfect example of these types of communities would be the Weight Watchers digital program.

To make sure you're well positioned for 2023, get a FREE UX design review. If you're updating your software in the next year, this is the perfect way to get started. We'll help you identify the top UX refinements that will help you take advantage of these trends. Email us at business@catalystux.com.