

# STUDIU PRIVIND SOLUȚIILE DIGITALE FOLOSITE ÎN UNITĂȚILE MEDICALE PRIVATE

## STUDY ON DIGITAL SOLUTIONS USED IN PRIVATE MEDICAL INSTITUTIONS

**Dr.ing. Paul Emanuel BĂRU**  
Fit For Business

**Dr.ing, ec. Claudiu Ioan ABRUDAN**  
Accesa IT Consulting

**Dr. Alin Cornel FETTI**  
Universitatea de Medicină și Farmacie "Iuliu Hațieganu" Cluj-Napoca

**Dr. Lucia Valeria NICULA**  
Privat medical office

**Dr. Andrada VOINA-TONEA**  
Universitatea de Medicină și Farmacie "Iuliu Hațieganu" Cluj-Napoca

**Abstract:** Digitalization is a hot topic in all domains, even if we speak about mobility, manufacturing or healthcare. Smart solutions and technologies like IoT and data science shifts industries to take decisions based on intelligent data. The Romanian private medical system needs to adapt to the existing digitalization solutions in order to get an advantage in front of the dominant state system. The current case study aims to identify the barriers of the Romanian private health system in acquiring and implementing digitalization tools. Also, the business value that these solutions bring in comparison to the needed investment. The results of this study launches some challenges to the providers or consultants of specialised medical solutions.

**Keywords:** Digital solutions and trends, Private Medical Institutions, digital patient history, business value based on data