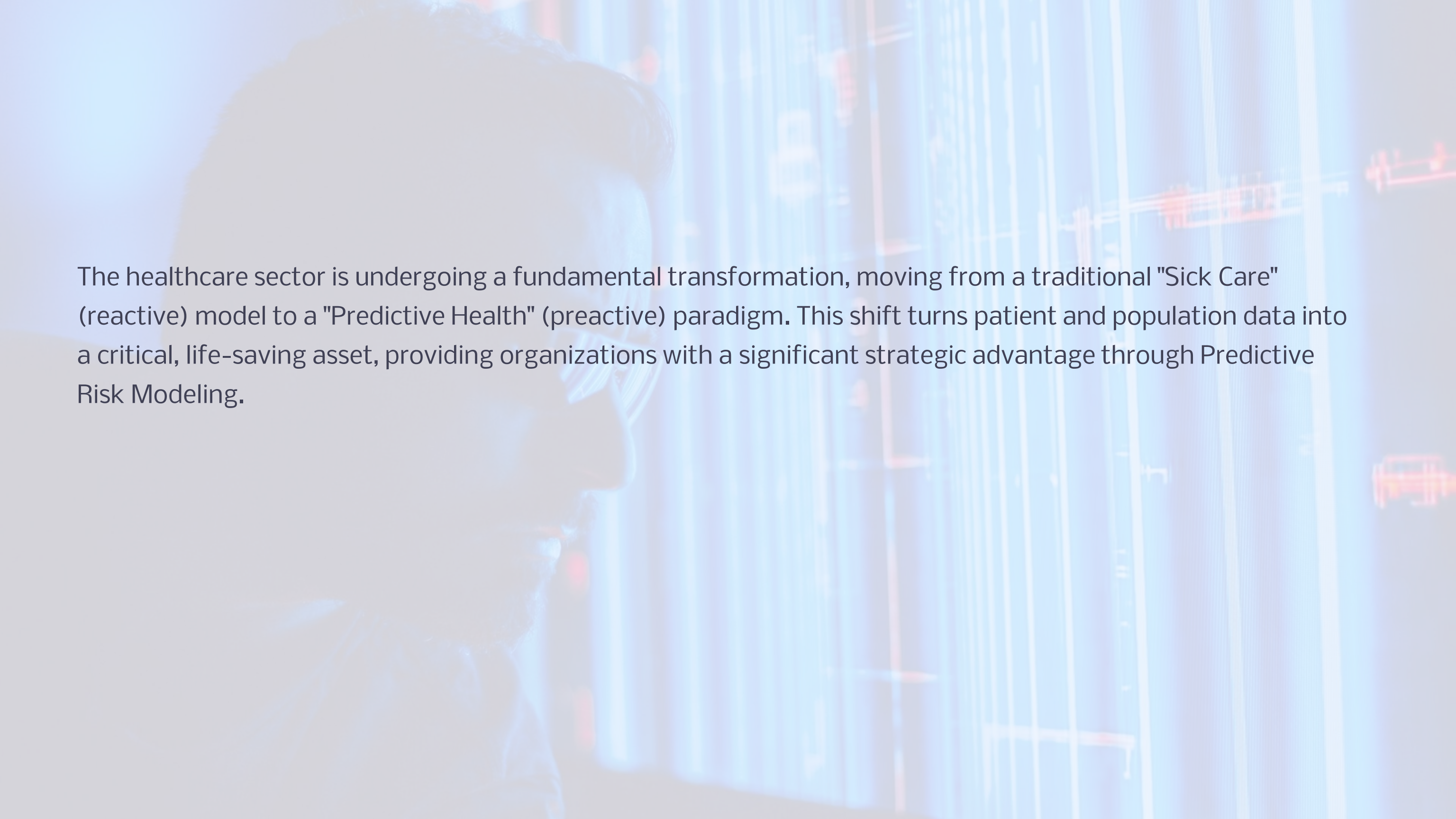


Healthcare Transformation

The "Preactive" Paradigm Shift

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A man in profile, wearing glasses and a dark shirt, is looking towards a large screen displaying a complex data visualization. The screen shows a grid of vertical lines with horizontal bars extending from them, resembling a bar chart or a data matrix. The overall color palette is dominated by light blue and orange, with a soft, blurred background. The text is overlaid on the left side of the image.

The healthcare sector is undergoing a fundamental transformation, moving from a traditional "Sick Care" (reactive) model to a "Predictive Health" (preactive) paradigm. This shift turns patient and population data into a critical, life-saving asset, providing organizations with a significant strategic advantage through Predictive Risk Modeling.

Strategic Pillar: From Reactive to Preactive

The core of this evolution lies in the ability to anticipate health needs before they become acute crises. Three breakthrough capabilities are driving this shift across leading health systems worldwide.



"Digital Twins" & Predictive Diagnostics

Leading health systems now create a Digital Twin for high-risk patients—a virtual model that mirrors their unique biology, genomics, and real-time lifestyle data. This allows clinicians to simulate treatments and predict potential health failures before they occur in the physical world.



Multi-Omics Personalized Medicine

Personalized medicine has expanded beyond simple DNA tests into Multi-Omics—the integration of the genome (DNA), proteome (proteins), and metabolome (metabolism) to provide a holistic view of a patient's health trajectory.



Journey Interception

AI now monitors real-time patient behavior and data, triggering a "Next Best Action"—such as an immediate intervention or a personalized preventative care plan—to prevent hospital readmissions before they occur.

Operational Innovation: The "Hospital-at-Home" Revolution

The "Proactive" shift is physically manifesting in where and how care is delivered, fundamentally decentralizing the traditional hospital structure. The "Hospital-at-Home" (HaH) model has matured into a mainstream clinical standard in 2026, reshaping the geography of care delivery.

Mainstream Clinical Standard

Hospital-at-Home has moved from pilot program to established clinical norm, representing a structural shift in how health systems define the site of care.

Remote Patient Monitoring

High-fidelity care is supported by advanced RPM technologies, allowing patients to receive hospital-level treatment at home under constant, AI-augmented clinical surveillance.

Cost & Outcome Optimization

By moving care outside expensive hospital walls, providers are achieving better patient outcomes while significantly reducing operational overhead and resource consumption.

2026 Strategy Evolution: Healthcare

The competitive landscape for healthcare providers has shifted decisively from volume-based care to value-based, predictive orchestration. The table below captures the full scope of strategic transformation between 2024 and 2026.

Feature	2024 Strategy	2026 Strategy
Primary Goal	Reactive Treatment ("Sick Care")	Predictive Prevention ("Preactive Health")
Core Asset	Hospital Infrastructure	Integrated Health Data & AI Models
Care Delivery	Centralized (In-Hospital)	Decentralized (Hospital-at-Home)
Diagnostics	Standard Lab Tests	Multi-Omic Digital Twins
Risk Management	Historical Claims Analysis	Real-Time Predictive Risk Modeling

- ❏ **Strategic Note:** In the 2026 economy, healthcare organizations are using AI to find "micro-inefficiencies" in care delivery, moving toward a "Zero-Based Organization" where every clinical role and process is justified by its direct impact on patient health outcomes.

About Fortis & Peak Perspectives

APPLIED FORESIGHT

Fortis & Peak Perspectives represent our forward-looking point of view on the forces shaping industries, business models, and competitive advantage. Drawing on deep strategic insight and cross-sector experience, these perspectives go beyond observation to frame what matters most—and what comes next.

They are designed to help executives interpret disruption, anticipate shifts, and make informed decisions with clarity and confidence in an increasingly complex business environment.

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