

# Challenges and opportunities of digital trust in the healthcare industry

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## ABSTRACT

I am writing to express my views on the topic of digital trust in the healthcare industry. With the rapid advancement of technology and the widespread use of electronic health records, it is crucial to understand the impact of digital trust on healthcare. In this letter, I will discuss the importance of digital trust in healthcare, the important challenges faced by the healthcare industry in building and maintaining digital trust, and the potential solutions to address these challenges.

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## DEAR EDITOR

I am writing to express my views on the topic of digital trust in the healthcare industry. With the rapid advancement of technology and the widespread use of electronic health records, it is crucial to understand the impact of digital trust on healthcare. In this letter, I will discuss the importance of digital trust in healthcare, the important challenges faced by the healthcare industry in building and maintaining digital trust, and the potential solutions to address these challenges.

Digital trust allows people to make transactions in a digital environment that they feel is safe, secure and ethical. In the healthcare industry, digital trust is an essential element, as it plays a critical role in ensuring patient safety and privacy. Patients are entrusting their sensitive health information to healthcare providers, and they expect their data to be handled securely and ethically [1]. It takes years for a business to gain the trust of its consumers. But it only takes a minute to disappear in the event of a data breach.

Despite the importance of digital trust in healthcare, the healthcare industry faces several challenges in

building and maintaining it. One of the main challenges is the lack of standardization across different healthcare systems. Patients often receive care from multiple providers and may use different digital health tools, such as wearables and mobile apps, which can make it difficult to manage their health information in a secure and consistent manner. This lack of standardization can also lead to interoperability issues, which can impact the accuracy and completeness of patient data [1]. Lack of interoperability can also lead to errors in patient data, which can erode trust in the healthcare system. Additionally, cybersecurity threats and breaches are becoming increasingly common, making patients and healthcare providers more vulnerable to data breaches. On the other hand, one of the biggest challenges facing digital trust in healthcare is the protection of patient data. With the increasing amount of data being collected and stored by healthcare providers, there is a growing risk of data breaches and cyberattacks. These attacks can compromise patient privacy and result in significant financial and reputational losses for healthcare organizations [2]. Moreover, cyber-attacks not only

negatively affect the operational processes of a business and cause financial losses, but also severely reduce the trust of patients [3].

Another challenge is the increasing role of big tech companies in healthcare. While these companies have the potential to revolutionize the healthcare industry, they also raise concerns about data privacy and security. Patients may be hesitant to share their health information with these companies, and healthcare providers may be reluctant to collaborate with them due to concerns about data ownership and control.

To address these challenges, several potential solutions can be implemented. First, the healthcare industry needs to focus on standardization and interoperability in healthcare systems. Healthcare providers should work together to develop common data standards and protocols that enable seamless data sharing and interoperability. This would allow healthcare providers to access and share patient data more easily and accurately, which would increase trust in the healthcare system. Second, cybersecurity measures need to be implemented to prevent data breaches and protect patient information. Healthcare providers should invest in robust cybersecurity measures, including firewalls, encryption, and regular system updates. Also, Healthcare organizations and companies should invest in data governance and transparency because even the most loyal patients will not hesitate to break any relationship with a business that compromises sensitive information. Finally, big tech companies need to work collaboratively with healthcare providers and patients to address concerns about data privacy and ownership. This may involve creating new policies and regulations to govern the use of health data by big tech companies. It should also be noted that since most breaches involve third parties, healthcare organizations and companies should adopt a thorough risk assessment program and integrated third party compliance.

In conclusion, digital trust is essential for the healthcare industry to fully realize the benefits of digital transformation. Patients need to trust that their personal health information is being handled securely and ethically, and healthcare providers need

to trust that their data is accurate and interoperable. While there are challenges to building and maintaining digital trust, such as the protection of patient data, lack of standardization and interoperability across different healthcare systems, and concerns about big tech companies' role in healthcare there are also significant opportunities presented by digital technologies, such as improved patient engagement, more efficient and effective healthcare services, and increased medical research and innovation. Healthcare providers must prioritize patient privacy and security, invest in cybersecurity measures, and work together to develop common data standards and protocols to address these challenges and fully realize the opportunities presented by digital trust.

Gaining and maintaining digital trust requires a concerted effort from people throughout a company or healthcare organization. Healthcare organizations that can inspire digital trust will gain loyal customers or patients today, while giving them the valuable resources to transform medicine in the future.

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## AUTHOR'S CONTRIBUTION

All authors contributed to the literature review, design, data collection and analysis, drafting the manuscript, read and approved the final manuscript.

## CONFLICTS OF INTEREST

The authors declare no conflicts of interest regarding the publication of this study.

## FINANCIAL DISCLOSURE

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