

## More Power for Digital Health

Switzerland is lagging internationally in the digitalization of the healthcare sector but is making progress. Experts see this as a strategic opportunity – and the population is also open to digitalization.

The global digital health market is growing and expected to reach around USD 200 billion in 2025. Interest is also increasing among the Swiss population, with telemedicine, e-prescriptions, and easy access to medical data being particularly in demand. Ninety-one percent of respondents also favor an electronic patient record (EPR).

Despite these positive signals, Switzerland lags behind when making international comparisons. However, ZHAW expert Prof. Alfred Angerer can see changes taking place: “We are witnessing regulatory progress, an active innovation scene with startups and SMEs, and the first visible steps towards greater digitalization in the healthcare system.”

### Significant differences in digital maturity

Digital maturity of key stakeholder groups in the Swiss healthcare system paints a mixed picture. On a scale of 1 to 10, pharmaceutical concerns (6.8) and health insurance companies (6.0) rank the highest, hospitals (4.6) and Spitex organizations (4.6) occupy the midfield, and pharmacies (4.1) and GP practices (3.4) remain at the bottom.

The majority of employees view digitalization positively, particularly in terms of reducing the administrative burden. At the same time, they stress there are barriers to overcome. “Many feel uncomfortable dealing with new technology, citing complex data protection regulations and a lack of compatibility between systems,” explains ZHAW researcher Sina Berger.

### Positive signals – but a clear strategy is needed

Published in German, the [Digital Health Report](#) confirms that the population is in favor of digitalization, regulatory initiatives such as the DigiSanté federal initiative are taking effect, and regional clusters in Zurich and Basel are driving innovation.

At the same time, there is still a need for action. While hospitals, clinic groups, health insurance companies, and sections of the pharmaceutical industry are technically well-positioned, GP practices, pharmacies, and Spitex organizations are trailing behind. The authors of the study are calling for a coordinated networking strategy – with standardized technical principles, international interfaces, and targeted innovation support for patient-centered care.

### Contact

- Prof. Alfred Angerer, ZHAW School of Management and Law, +41 (0)58 934 66 72, [alfred.angerer@zhaw.ch](mailto:alfred.angerer@zhaw.ch)
- ZHAW Medienstelle, +41 58 934 75 75, [medien@zhaw.ch](mailto:medien@zhaw.ch)