

Digital Health from a Management Perspective: A Systematic Review and Strategic Framework

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ABSTRACT

This report provides a systematic overview of digital health literature through a management lens. By analyzing a sample of 38 high-quality studies published between 2000 and 2019, we identify a significant dominance of IT management and operational process optimization. The review aims to bridge the gap between technological possibilities and organizational needs, proposing a roadmap for future strategic health-care management research.

INTRODUCTION

Digital health is frequently characterized by a "technology push," where advancements in hardware and software drive implementation without sufficient consideration of strategic management implications. Healthcare managers require a comprehensive framework to understand how digitalization transforms organizational design, business models, and service delivery [14,16]. This article shifts the focus from purely technical aspects to the strategic and operational challenges faced by health care organizations.

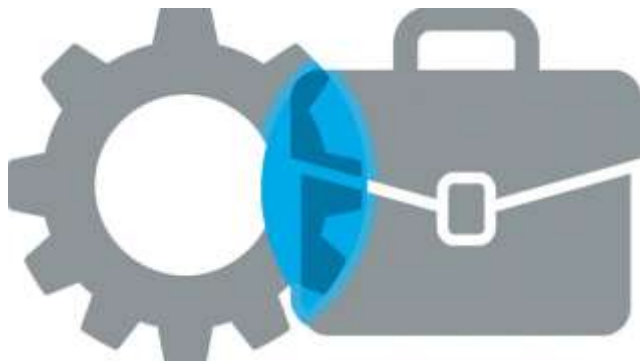


Figure 1: Conceptual intersection of Technology and Strategic Management in Healthcare.

METHODOLOGY

Following the PRISMA guidelines [3], a systematic search was conducted across ABI/Inform Global, WISO, and PubMed databases for studies published between 2000 and 2019. The final selection comprised 38 papers analyzed using a six-dimensional taxonomy: research approach, question type, management discipline, reason for digitalization, content domain, and implementation approach [15, 19].

Landscape Analysis

Dominant Disciplines

Our analysis reveals that Information Technology Management is the leading discipline, appearing in 61% of the reviewed studies. This underscores the technical nature of current digital health discourse. In contrast, Public Health (24%) and General Management (13%) receive significantly less attention, indicating a lack of integrated strategic perspectives [4, 5].

Objectives of Digitalization

A majority of digitalization initiatives (68%) focus on optimizing operational processes, such as improving workflow efficiency and data exchange (eHealth). Radical transformation through new business models is addressed by only 42% of the literature, highlighting a conservative approach to digital disruption in health-care [8, 21].



Figure 2: Paths of Digitalization: Process Optimization vs. Business Model Innovation.

Strategic Insights

The prevalence of eHealth (79%) and software-based data health (32%) suggests that hardware-related tech health (8%) is underserved in management research.

Furthermore, the "Technology Push" remains a critical challenge, as many implementations are not grounded in a strategic "Demand Pull" from healthcare practitioners and patients [6, 12].

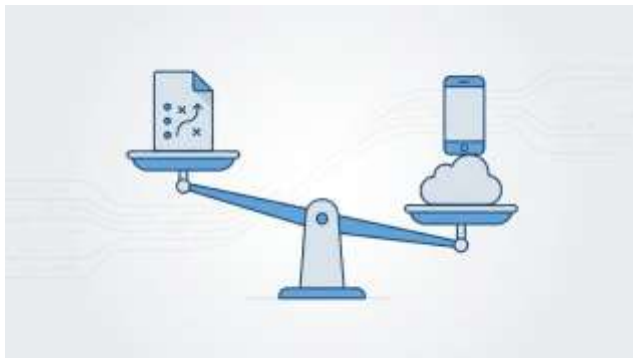


Figure 3: The Imbalance between Technology Push and Strategic Management Strategy.

CONCLUSION AND FUTURE ROADMAP

To fully realize the potential of digital health, research must evolve beyond technology adoption to study its impact on organizational design and long-term strategy. Future efforts should prioritize quantitative analyses of real-world outcomes and broaden the scope to include lifestyle trends and hardware-integrated management solutions [7, 13].

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