

Abstract

Patients can and should play a considerable role in improving their own health outcomes. Patients can contribute to their healthcare if they are provided with assets such as tools, information, and environments to participate.

This shifts the balance of care from the hospital and clinician to the community and the patient.

The internet gives patients and caregivers access not only to information but also to each other. Peer-to-peer healthcare is the next big thing. 42% of customers use social media platforms to view health-related consumer reviews. Next to Google, patients look to their peers for advice.

The easiest way for them to connect is through social media platforms like Facebook, Twitter, and Instagram. Yet, Patients and caregivers are frustrated by “Dr. Google” and “Dr. Facebook” and the inaccuracy, inapplicability, and inhumanity of current sources.

People who are “Alike” are a reliable and stable source of insights, truth, and support. We need to give them the right platform that will utilize technologies like AT and generative AI to enable them to learn from each other and improve their well-being and their health.