

DATA, THE MANNA THAT EMERGES FROM TECHNOLOGY

Big Data and data analytics are gaining strength in the healthcare industry amid advances in technology, automation and robotization. The generated data can lead to valuable information that companies can use to better understand and predict customer purchasing and market behavior,

for example While more companies are getting on the bandwagon, penetration is slow due to Mexico's fragmented health system that does not allow the integration of much of the collected data. The result is a narrow offering that cannot yet provide a big picture vision.

