

## Global Congress on Integrated Healthcare

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### Healthcare Management in a Digital Society

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#### Abstract

We live in an increasingly interconnected world in which the digital dimension assumes, growingly, a central importance in most activities. This super smart society is propitious to provide advances in healthcare management, in its effectiveness as well as efficiency of material, human, financial and technological resources. However, this digital potential is itself a generator of profound challenges, for example in the transformation of the organisational culture in the healthcare sector; in the digital literacy of healthcare-related professionals (in management, services provided, ...), and of the consumers of these services. This presentation, grounded in a sociological perspective, intends to reflect about this context that is already reshaping healthcare management, emphasising the importance of the different societies being able to apply and, if possible, demonstrate proactivity to be successful in this essential area for the population, without promoting the reproduction or even the intensification of inequalities in access to healthcare.

**Keywords:** Healthcare, Digital, Management, Digital Society, Organizational Culture.

#### Biography

Prof. Dr. Sandro Serpa works in the Department of Sociology of the Faculty of Social Sciences and Humanities of the University of the Azores since 2013. He has been a higher education faculty member since 2000. He received a PhD in Education, with the speciality in Sociology of Education in 2013. He is an integrated researcher at the Interdisciplinary Centre of Social Sciences. He has more than 275 publications in international journals (more than 130) and books (18) in Brazil, Canada, China, Germany, India, Kazakhstan, Netherlands, Pakistan, Poland, Portugal, Romania, Switzerland, Turkey, United Kingdom, United States of America.