

# Asia Pacific Electronic Health Records Conference 2019

In Collaboration With

## Global Digital Health Partnership

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### A New Frontier in Ehealth – Patient & Doctor's Portal

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According to household survey published in June 2019 by Hong Kong Census and Statistic Department, the penetration rate of smartphone for age 10 or above is over 89.8%. Nowadays social media is heavily relying on these digital channels to attract attention and boots up their business.

In the healthcare field, information portals for patients, doctors and healthcare workers have become the trend or even the norm. Hospitals, chain-clinics and even health check-up centres are using these mobile tools to conduct their daily duties, share information with patients, attract potential customers and keep contacts with them so as to build a good CRM model.

Is your hospital or clinical still replying on traditional way of communication or has already embarked in this digital journey?

