

## **Partnership in Adopting Health Technologies in Public Hospitals –**

### **The New Duet**

Physicians constantly encounter unresolved tension in hospitals. Some emerge from the urge to adopt new sophisticated technologies while blending in with the rising involvement of the patient. Physicians in hospitals are both motivated and directed to seek innovations such as robotic surgery and they try to encourage patients to utilize these new developments.

However, patient considerations sometimes work in different directions.

The physician is driven by an innovative agenda but there is a delicate balance between finding patients for whom these new techniques are appropriate, while conforming to strict ethical guidelines. New technologies, such as guided carotid angiography, microscopic drug eluting brain devices and sophisticated diagnostic imaging should be used carefully.

Facing the community, physicians are accountable for the health and well-being of their patients. This means taking into consideration the social environment of the individual, while providing quality, precise and advanced therapy suited to the individual's needs.

Medical practitioners should be trained towards the methodology of "shared decision making" to maximize care benefits for the patient. The "Choosing Wisely" program is an example for targeting several dozens of tests and therapies to guide the patient-physician duet.