

Importance of Social Health Entrepreneurship in Society 5.0

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ABSTRACT

The aim of the study was to explore the importance of health entrepreneurship in an interconnected society, society 5.0. Data collected using qualitative approach. Relevant literatures were explored and related ideas on health entrepreneurship and society 5.0 were identified. The finding reveals the importance of health entrepreneurship in interconnected individuals and business as well as societies. Personalized Medicine and Genomics, Digital Health Platforms and Interoperability, Artificial Intelligence and Machine Learning, Value-Based Care and Population Health Management are four main developments in health industry will be applied in society 5.0. The health service developments will provide better service in society 5.0. It is suggested that all society all societies member to cope with the changes as it will make human being life more enjoyable and happy.

Keywords: entrepreneurship, health, service, society 5.0.

1. INTRODUCTION

Society 5.0 main feature is the integration of artificial intelligence (AI) and other scientific evolutions to address and govern the societal issues (Akturk et al., 2022; Calp & Bütüner, 2022; Deguchi et al., 2020). Society 5.0 has evolved from many previous envisages of such revolutionary attempts like Society 1.0 (hunger gatherer society), Society 2.0 (agricultural society), Society 3.0 (industrialized society) and Society 4.0 (informational society) (Büyükbıngöl & Maral, 2023). Society 5.0 is very similar to the modern world visualization where artificial intelligence and robots take over and services are tailored and customized pertaining to the interests of the clients (Aderibigbe, 2022). There will be a huge dependence on renewable energy resources in order to popularize a sustainable form of living (Arsovski, 2019). The society 5.0 framework has been giving prime importance to the major territories of health, mobility and productivity (Ciasullo et al., 2022).

Society 5.0 is characterized by a high level of connectivity and integration of technology into all aspects of life (Aderibigbe, 2022). This integration is aimed at creating a human-centric society where technology serves the needs of individuals and communities (Deguchi et al., 2020). In Society 5.0, there is a strong emphasis on sustainable development, with a focus on addressing social and environmental challenges through innovative technological solutions (Calp & Bütüner, 2022). The integration of artificial intelligence, Internet of Things, and big data analytics plays a key role in optimizing various systems and processes for the benefit of society as a whole (Calp & Bütüner, 2022). Additionally, Society 5.0 promotes a collaborative and inclusive approach to

problem-solving, leveraging the collective intelligence of diverse stakeholders to drive positive change (Büyükbingöl & Maral, 2023).

The transformation to Society 5.0 also emphasizes the importance of ethical considerations in the development and deployment of technology (Akturk et al., 2022). This includes the ethical use of data, privacy protection, and ensuring that the benefits of technology are accessible to all members of society (Agarwal et al., 2022). Education and digital literacy are also key components of Society 5.0, enabling individuals to fully participate and benefit from the technological advancements (Alimohammadlou & Khoshsepehr, 2023). Furthermore, there is a focus on creating resilient and adaptable communities that can effectively respond to challenges and opportunities in an increasingly interconnected world (Arıcı & Kitapci, 2021). In essence, Society 5.0 represents a holistic and human-centered approach to the advancement of technology and its integration into all aspects of society.

Health entrepreneurship in society 5.0 is very important (Abdullah et al., 2020; Ciasullo et al., 2022). Health entrepreneurship being shaped by several key trends that are influencing the landscape of healthcare innovation and delivery (Arsovski, 2019). Understanding and leveraging these trends are essential for entrepreneurs to stay ahead in this dynamic and rapidly evolving industry.

Health entrepreneurs today are presented with a unique set of challenges and opportunities as they navigate the complex landscape of healthcare innovation and delivery (Abdulmanapov et al., 2023). Understanding the key factors that influence their success and being proactive in addressing challenges can greatly impact their ventures (Kulkov et al., 2023). At the same time, seizing opportunities in this dynamic industry can lead to impactful change and advancements in healthcare delivery and outcomes.

Health entrepreneurship is a dynamic and critical field that plays a significant role in driving innovation and improving healthcare outcomes (Dempster & Kluver, 2019). By leveraging entrepreneurial principles and innovative thinking, health entrepreneurs have the potential to disrupt traditional healthcare models and create solutions to address the evolving needs of the industry (Dempster & Kluver, 2019). This includes developing new technologies, improving access to care, and optimizing health delivery systems.

One of the key reasons why health entrepreneurship is so important is its ability to spur innovation (Chahine, 2021). Entrepreneurs in the health sector are constantly pushing boundaries and finding new ways to solve healthcare challenges (Kulkov et al., 2023). Whether it's through the development of groundbreaking medical devices, the creation of digital health platforms, or the implementation of novel care delivery methods, health entrepreneurs are driving the industry forward.

Health entrepreneurship is critical for addressing disparities in healthcare access and delivery (Dempster & Kluver, 2019). By identifying gaps in the system and designing innovative solutions, entrepreneurs can help improve access to care for underserved populations and reduce healthcare inequalities. In addition to driving innovation and addressing disparities, health entrepreneurship also plays a crucial role in shaping the future of healthcare. As entrepreneurs continue to introduce new ideas and technologies, they have the potential to revolutionize the way healthcare is delivered and experienced (Kulkov et al., 2023). This can lead to improved patient outcomes, enhanced efficiency, and a more patient-centered approach to healthcare.

One of the most notable contributions of health entrepreneurship is the development of digital health platforms (Kulkov et al., 2023). These platforms have revolutionized the way healthcare is delivered and accessed, providing patients with convenient and efficient means to connect with healthcare providers, access medical records, and monitor their health (Liu et al., 2021). Additionally, digital health platforms have enabled the integration of telemedicine, expanding healthcare services to remote and underserved areas.

Furthermore, health entrepreneurs have been instrumental in the development of novel care delivery methods such as home healthcare services and community-based care models (Meng et al., 2022). These innovative approaches have not only improved access to care for individuals who may have difficulty accessing traditional healthcare facilities, but they have also demonstrated potential cost savings and enhanced patient satisfaction.

Moreover, the entrepreneurial spirit in the health sector has led to the creation of groundbreaking medical devices and diagnostic tools that have advanced the diagnosis and treatment of various medical conditions (Dempster & Kluver, 2019). From wearable health monitoring devices to advanced imaging technologies, these innovations have significantly improved patient care and outcomes.

Healthcare entrepreneurs play a pivotal role in transforming the healthcare industry (Chahine, 2021). Their innovative solutions and entrepreneurial mindset have the potential to reshape the way healthcare is delivered and experienced. As the industry faces challenges and opportunities, entrepreneurs are at the forefront of driving change and creating impactful advancements. One of the key contributions of entrepreneurs in transforming healthcare is their ability to identify unmet needs and develop tailored solutions (Chahine, 2021). By understanding the gaps in the current healthcare system, entrepreneurs can introduce innovations that directly address these needs, ultimately improving patient care and outcomes.

The study was intended to assess the importance of health entrepreneurship in the era of society 5.0. Potential methods of health service delivery and business models are identified to fill the gap of current practices of health service delivery and potential health service business in the society 5.0 era.

2. THEORETICAL REVIEW

2.1. Entrepreneurship innovation theory

According to entrepreneurship innovation theory, the process of technological change in a free market consists of three parts: invention (conceiving a new idea or process), innovation (arranging the economic requirements for implementing an invention), and diffusion (whereby people observing the new discovery adopt or imitate it) (Liu et al., 2021). Innovation is essential for solving problems that impose significant social and personal costs (Aagaard et al., 2019). For example, humans lived with disease and starvation for most of recorded history, but technological advancement has led to cures for many of these diseases and improved the production of food, with beneficial consequences for a great many people (Liu et al., 2021). The introduction of labor-saving technology was essential to this process even though it initially caused disruption by costing the jobs of manual laborers.

Innovation results from a combination of growth-fostering social institutions and new ideas (Abdulmanapov et al., 2023). Because ideas, unlike objects, can be shared by many at the same time, they greatly increase the speed of technological advancement. Capital, social institutions, and new technology, therefore, do not alone cause growth; they must be combined with the ability and willingness to think and act creatively, which in turn means that innovation has philosophical and psychological requirements (Aquilani et al., 2020). The ability to think creatively requires epistemological tools such as the scientific method, by which an innovator can approach a problem and begin the process of solving it (Fery et al., 2021). Societies in which innovation is seen as a sinful disruption of the proper cosmological order, or in which individuals are punished or shunned for thinking differently than others, are also unlikely to experience innovation.

As with social disruption, dynamists regard the economic disruption caused by innovation as a benefit to the consumer and as an important step in the pursuit of economic efficiency (Bates et al., 2019). In short, dynamists tend to favor innovation out of a humanistic concern for the survival and flourishing of individuals (Fridayani & Chiang, 2022). According to Schumpeter,

entrepreneurs drive economic progress through the process of "creative destruction," wherein they introduce innovative products, services, or processes that disrupt existing markets and industries. This leads to the obsolescence of old technologies and business models, making way for new and more efficient ones (Miklosik et al., 2023). The concept of creative destruction highlights the role of innovation in driving entrepreneurial activity and fostering dynamic change within the economy.

2.2. Opportunity Recognition Theory

Opportunity recognition theory suggests that individuals are able to identify and capitalize on opportunities by creatively combining their knowledge, skills, and resources (Chahine, 2021). This process involves being able to recognize potential opportunities in the market, understanding the needs and preferences of customers, and having the ability to develop innovative solutions to meet these needs (Kulkov et al., 2023). By leveraging one's expertise and staying attuned to market trends, individuals can effectively recognize and take advantage of new opportunities for business development and growth.

Using the literature provided, further elaboration on opportunity recognition theory can be conducted. The first source explores opportunity identification in the context of social entrepreneurship (Abdulmanapov et al., 2023). The first source explores opportunity identification in the context of social entrepreneurship. The identification delves into the role of social entrepreneurs in recognizing and addressing societal problems through innovative business solutions (Abdulmanapov et al., 2023). The second source focuses on the influence of cognitive factors, such as prior knowledge and experience, in opportunity recognition. It highlights the importance of individual mindset and perception in identifying and capitalizing on opportunities (Ahmadi & Soga, 2022). Additionally, the third source examines the impact of environmental factors, such as market conditions and industry trends, on opportunity recognition. It emphasizes the need for entrepreneurs to adapt to the dynamic business environment to spot and seize viable opportunities. Combined, these sources provide a comprehensive understanding of opportunity recognition theory and its practical implications in different contexts.

Market gaps and innovations play a crucial role in driving opportunity recognition (Aagaard et al., 2019). Entrepreneurs who possess a high level of creativity and are able to think outside the box are often the ones who successfully identify and capitalize on opportunities (Elenurm et al., 2019). Their innovative thinking allows them to spot market gaps and develop groundbreaking solutions to address them (Liu et al., 2021). By understanding the needs and pain points of their target customers, they can create products or services that fulfill these unmet needs, thus gaining a competitive edge in the market.

In addition, market gaps and innovations serve as the driving forces behind opportunity recognition. As industries and consumer demands evolve, new gaps emerge, creating opportunities for entrepreneurs to introduce novel ideas and products. By staying ahead of market trends and constantly seeking ways to improve and innovate, entrepreneurs can position themselves to identify and leverage emerging opportunities for business growth.

2.3. Entrepreneurship Process

The entrepreneurial process or entrepreneurship is heavily dependent on social network where entrepreneurs are driven by opportunity seeking behavior and not by a simple desire to invest resources (Ahmadi & Soga, 2022). Entrepreneurs are always on the lookout in seeking highest profit maximization and they can only achieve this by exploiting and capitalizing on opportunities coming their way (Aboobaker & D, 2020). One way of sensing and making the most of opportunities is by tapping into ones social network, where a social network is thought to be an actual set of links of all kinds amongst a set of individuals.

Social relations are embedded in the economic action of individuals or firms to utilize entrepreneurial opportunities (Abbasianchavari & Moritz, 2021). Economic relations between individuals or firms are rooted in actual social networks and do not exist in an abstract idealized markets (Ahmadi & Soga, 2022). Entrepreneurs are fairly reliant upon their network of both formal and informal contacts as a primary source of help when assembling the elements of the new firm or enterprise.

Several key concepts and variables of entrepreneurship have been identified upon in the literature review, the key ones are:

1. **Social Embeddedness**, it refers to interconnectedness influences various aspects of society including social capital, community development, and economic exchange (Birasnav et al., 2019). By recognizing the impact of social embeddedness, entrepreneurs can better understand its influence on job satisfaction, retention, and knowledge transfer (Khasawneh et al., 2023). The concept of social embeddedness provides insights into the complex dynamics of human interaction and its effects on various aspects of society (Nadjib & Bafadhal, 2020). By acknowledging the structures and processes that underlie social relationships, entrepreneurs can gain a deeper understanding of their impact on individual and collective well-being.
2. **Social Relations**, Social relations are complex and multifaceted, encompassing various aspects such as family dynamics, friendships, romantic relationships, and professional connections (Qu & Cheung, 2023). Analyzing social relations involves examining the dynamics of individuals or groups within these different contexts and understanding the factors that influence the nature of their interactions. One key aspect of understanding social relations is recognizing the role of communication (Adeoye, 2023). Effective communication is essential for building and maintaining healthy social relations, as it allows individuals to express their thoughts and feelings, resolve conflicts, and establish mutual understanding. Additionally, social relations are influenced by cultural norms, societal expectations, and individual personality traits (Sampe, 2020). Exploring these influences can provide valuable insights into the dynamics of social interactions and the unique challenges that individuals may face in different social settings.
3. **Social Capital** refers to networks of relationships among people who live and work in a particular society, enabling that society to function effectively (Birasnav et al., 2019). It encompasses trust, cooperation, and social cohesion, and plays a critical role in the economic and social development of communities. Social capital has a direct impact on a wide range of outcomes, including economic growth, public health, and overall well-being (Adeoye, 2023). Understanding how social capital is formed and how it can be nurtured is essential for creating strong, resilient communities.
4. **Network composition** refers to various components such as user skills, hardware/software, and management tools owned by an entrepreneur or an organization (Al-Hashem & Shaqrah, 2012). When considering user skills, it is important to assess the level of expertise and knowledge within the organization (Sampe, 2012). This includes evaluating the proficiency of employees in utilizing the network and its components, as well as their ability to troubleshoot and resolve issues that may arise. The selection of hardware and software components should be based on thorough research and evaluation of their compatibility with the existing network infrastructure. This includes considering factors such as scalability, security features, and performance capabilities to ensure seamless integration and optimal functionality. The utilization of management tools is crucial for monitoring and maintaining the network's performance. Implementing robust management solutions can streamline operations, enhance security measures, and facilitate proactive maintenance to prevent potential disruptions. By carefully evaluating and selecting network components that align with the organization's goals and

requirements, an entrepreneur can build a resilient and agile network infrastructure that supports their digital initiatives and fosters innovation. It is also important to note that network management requirements play a significant role in shaping the composition of the network. These requirements include factors such as network security, scalability, reliability, performance, and interoperability. To meet these requirements, organizations must invest in the necessary technologies and systems that can fulfill their network management needs.

5. Organizational growth, Organizational growth is essential for the long-term success of any company (Sampe & Pakiding, 2015). Understanding the dynamics of organizational growth involves analyzing various factors such as market trends, customer demands, and internal capabilities. By identifying opportunities for expansion and leveraging strengths within the organization, a comprehensive growth plan can be developed to steer the company towards increased profitability and sustainability (Achdiat et al., 2023). This growth plan should be based on innovative strategies, such as the ones discussed in the sources mentioned (Joyce, 2006). These strategies include organic growth, acquisitions, networking and alliances, international expansion, and customer-centric approaches (Da Silva Filho, 2009). Furthermore, it is important to consider the various stages of growth and transitions that a company may go through, as well as the effects of growth on profitability and job creation

2.4. Society 5.0

Society 5.0 represents a future society that is built around the integration of digital technology and the physical world (Arsovski, 2019). It envisions a harmonious coexistence between humans and advanced technologies, where digital innovations serve to enhance the well-being and quality of life for all members of society (Aderibigbe, 2022). Society 5.0 seeks to leverage the power of data, artificial intelligence, and interconnected systems to address complex societal challenges and drive sustainable development.

One of the key principles of Society 5.0 is the empowerment of individuals through technology (Amadi-Echendu et al., 2022). It aims to create an inclusive and equitable society where access to the benefits of technological advancements is available to all, regardless of socioeconomic status (Akturk et al., 2022). By fostering collaboration between humans and intelligent machines, Society 5.0 aspires to unlock new potentials for creativity, productivity, and problem-solving.

The realization of Society 5.0 involves the widespread adoption of cutting-edge technologies such as the Internet of Things, smart cities, autonomous vehicles, and digital healthcare systems (Calp & Bütüner, 2022). These innovations are envisioned to enable more efficient use of resources, improved urban planning, personalized healthcare solutions, and enhanced communication networks.

Society 5.0 places a strong emphasis on ethics, privacy, and security in the use of technology (Arsovski, 2019). As advancements in artificial intelligence and automation continue to reshape various aspects of society, it is crucial to ensure that these developments are guided by ethical principles and designed with robust privacy and security measures. It also envisions a seamless integration of technology and human intelligence to address the complex challenges faced by modern societies (Arıcı & Kitapci, 2021). At its core, Society 5.0 is built on the principles of human-centricity, sustainability, collaboration, and ethical considerations.

Society 5.0 places individuals and communities at the center of technological advancements, with the primary goal of enhancing the well-being and quality of life (Deguchi et al., 2020). Technology is harnessed to serve the needs of people, empowering them to lead healthier, more fulfilling lives. It adheres to a human-centric approach, placing individuals and communities at the forefront of technological advancements. Its primary emphasis is on enhancing the well-being

and quality of life, empowering people to lead healthier and more fulfilling lives through the strategic deployment of technology

The sustainable development goals of Society 5.0 are aimed at addressing pressing social and environmental issues through innovative technological solutions (Amadi-Echendu et al., 2022). This includes the responsible use of resources, reduction of environmental impact, and the promotion of sustainable practices in all aspects of life. Society 5.0 prioritizes sustainability and environmental considerations as integral components of its development. From responsible resource management to the promotion of eco-friendly practices, technological solutions are harnessed to address environmental challenges and drive sustainable societal progress.

Society 5.0 promotes a collaborative approach to problem-solving, recognizing the value of diverse perspectives and expertise (Aderibigbe, 2022). By leveraging the collective intelligence of various stakeholders, innovative solutions are developed to drive positive change and address societal challenges.

A critical aspect of Society 5.0 is the ethical use of technology, including the safeguarding of data privacy, equitable access to technology benefits, and the responsible deployment of artificial intelligence and other advanced technologies. As Society 5.0 continues to evolve, these core principles will guide its development, ensuring that technology remains a force for positive social transformation.

2.5. Health Service in Society 5.0

Healthcare entrepreneurs have the potential to accelerate the adoption of emerging technologies and advancements in the industry (Ciasullo et al., 2022). Their ability to recognize trends and harness technological innovations can lead to the widespread implementation of new healthcare practices, ultimately improving efficiency and quality of care.

Entrepreneurs are instrumental in fostering collaboration and partnerships within the healthcare sector (Chahine, 2021). Through their innovative approaches, entrepreneurs have the opportunity to work alongside healthcare organizations, technology companies, and research institutions to create synergistic solutions that benefit all stakeholders.

With the evolving landscape of healthcare, entrepreneurs also play a crucial role in advocating for policy changes and regulatory reforms that support innovation and entrepreneurship in the industry (Al-Assaf et al., 2023). By engaging with policymakers and advocating for conducive environments for healthcare innovation, entrepreneurs can create opportunities for further advancements and growth in the field.

Finally, society 5.0 presents opportunities for significant advancements in healthcare and education through the integration of technology (Arıcı & Kitapci, 2021). From personalized medicine to tailored education approaches, technology can revolutionize these critical sectors.

3. RESEARCH METHODS

This study employed qualitative research methodology. The methodology can be particularly useful in exploring new or understudied areas, uncovering unanticipated findings, and generating hypotheses for further investigation (Marx, 2023). Qualitative data analysis involves the systematic examination of textual, visual, or audio data to identify patterns, themes, and insights. Techniques such as coding, thematic analysis, and constant comparison are commonly used to organize and interpret the qualitative data gathered.

A likely reasoning for choosing such an approach is through literature work, where most renowned researchers in the field of entrepreneurship network have called for more qualitative work (Agung Premananda et al., 2022). Qualitative method can provide deeper and further dynamic theories or explanations of this networking phenomenon (Burkinshaw, 2015). By choosing a qualitative approach, it aids flexibility and allows looking for the underlying causes

of the entrepreneurial actions and looking at the dynamics of the network. Moreover, the objective of the research is more of understanding rather than measurement of networking and embeddedness.

The study started the investigation by reviewing relevant literature in relation to health entrepreneurship and society 5.0 and then making summary the findings based on entrepreneurship activities.

4. RESULT AND DISCUSSION

In society, health entrepreneurship is being shaped by several key trends that are influencing the landscape of healthcare innovation and delivery. Understanding and leveraging these trends are essential for entrepreneurs to stay ahead in this dynamic and rapidly evolving industry. There are at least eight health entrepreneurial activities in society 5.0. The activities are telehealth, virtual care, personalized medicine, genomics, digital health, machine learning health, value-based care, and population health management.

Telehealth has the potential to greatly improve access to healthcare services, particularly for those in remote or underserved areas in society 5.0. By implementing telehealth technologies, healthcare providers can connect with patients virtually, enabling them to receive timely medical attention without the need for in-person visits. This not only increases convenience for patients but also reduces the burden on physical healthcare facilities. In order to successfully integrate telehealth into your healthcare system, it is important to consider factors such as technological infrastructure, patient education, and regulatory compliance. Developing a comprehensive implementation plan will involve assessing the existing resources, training staff on telehealth platforms, and ensuring that patients are comfortable and informed about the new virtual care options available to them. Additionally, it will be essential to address issues related to privacy and security to ensure that patient information remains confidential and protected during telehealth consultations. Overcoming these challenges will be crucial in harnessing the full potential of telehealth to revolutionize healthcare access and improve patient outcomes.

Virtual care solutions have been accelerated by the COVID-19 pandemic and is now a dominant trend shaping health entrepreneurship. Entrepreneurs are capitalizing on the need for remote patient monitoring, virtual consultations, and digital health platforms to expand access to healthcare services, especially in underserved or rural areas. Moreover, the integration of telehealth technologies with advanced data analytics and artificial intelligence is fueling the development of innovative solutions for personalized and efficient care delivery.

Personalized Medicine which is known as precision medicine, is a medical approach that takes into account individual differences in people's genes, environments, and lifestyles. This approach allows doctors and researchers to predict more accurately which treatment and prevention strategies will work for particular diseases in specific groups of people. Understanding personalized medicine involves looking at a person's genetic makeup, their unique environmental exposures, and their individual lifestyle habits to tailor medical treatment and care. This shift from a one-size-fits-all approach to one that is more tailored to the individual is revolutionizing the field of medicine and is leading to more effective and efficient healthcare

Genomics, advancements in genomics, precision medicine, and biomarker technologies are driving the shift towards personalized healthcare solutions. Entrepreneurs are leveraging these scientific breakthroughs to develop tailored interventions, diagnostics, and treatment modalities that are tailored to an individual's genetic makeup and unique health profile. This trend is reshaping the traditional one-size-fits-all approach to healthcare and opening new avenues for targeted therapies and preventive care strategies.

Digital Health Platforms is constantly expanding as technology continues to advance. These platforms have the capability to revolutionize the way healthcare is delivered by providing convenient access to medical advice, monitoring tools, and resources for managing chronic

conditions. In addition, digital health platforms can also facilitate communication between patients and healthcare providers, leading to more efficient and personalized care. One of the key advantages of digital health platforms is their ability to collect and analyze large amounts of health data. By leveraging artificial intelligence and machine learning, these platforms can provide insights and predictions that can aid in early detection and prevention of diseases. Furthermore, the integration of wearables and mobile health devices into these platforms enables real-time monitoring and tracking of vital signs and health metrics. As the adoption of digital health platforms continues to grow, it is important for healthcare organizations and providers to prioritize data privacy and security. Implementing robust security measures and ensuring compliance with regulations is crucial to maintaining patient trust and safeguarding sensitive health information. In the coming years, the potential of digital health platforms to improve healthcare outcomes and enhance patient engagement will become increasingly evident. Embracing these platforms and harnessing their capabilities will be essential for shaping the future of healthcare delivery. Digital health platforms have the potential to transform healthcare by providing convenient access to medical advice, monitoring tools, and resources for managing chronic conditions.

Interoperability of health technology and seamless data integration have create opportunities in society 5.0. Entrepreneurs are focusing on developing interoperable solutions that enable secure and standardized exchange of healthcare data across diverse systems and stakeholders. This trend is essential for creating a connected ecosystem that empowers healthcare providers, researchers, and patients to access and leverage comprehensive health information for informed decision-making.

Artificial Intelligence has the potential to revolutionize the healthcare industry and improve patient outcomes. One of the key areas where AI is making a significant impact is in medical imaging. By using machine learning algorithms, AI can analyze images such as X-rays, MRIs, and CT scans to detect abnormalities and assist radiologists in making more accurate diagnoses. In addition to medical imaging, AI is being used to personalize treatment plans and improve the efficiency of administrative tasks in healthcare facilities. By analyzing large amounts of patient data, AI can help healthcare providers tailor treatments to individual patients, leading to better outcomes and reduced healthcare costs. Furthermore, AI-powered chatbots and virtual assistants are being utilized to streamline administrative processes and enhance the patient experience. As the field of AI in healthcare continues to advance, it is crucial for healthcare entrepreneurs to stay updated on the latest developments and ethical considerations surrounding its implementation. The integration of AI into healthcare practices has the potential to significantly improve patient care and outcomes, making it an exciting and rapidly evolving field to explore.

Machine Learning algorithms is revolutionizing healthcare by enabling predictive analytics, disease diagnosis, and personalized treatment recommendations. Entrepreneurs are harnessing the power of AI to automate repetitive tasks, extract insights from large datasets, and enhance clinical decision support systems. This trend is not only improving the efficiency of healthcare delivery but also contributing to the development of innovative solutions for early disease detection and management.

Value-Based Care is a healthcare delivery model in which providers are reimbursed based on the quality of care they deliver rather than the quantity of services they provide. This shifts the focus from the volume of services to the overall value and outcomes for patients. By incentivizing healthcare providers to deliver high-quality, cost-effective care, value-based care aims to improve patient outcomes and reduce overall healthcare costs. One of the key components of value-based care is the emphasis on preventive care and managing chronic conditions to keep patients healthier and out of the hospital. This proactive approach can lead to better patient satisfaction and reduced healthcare expenditures. In addition, value-based care often involves the use of technology and data to measure and track patient outcomes, identify areas for improvement, and provide more

personalized care. This can lead to better coordination of care between different providers and improved communication with patients.

Population Health Management is reshaping the incentives and priorities in healthcare delivery. Entrepreneurs are focusing on developing solutions that emphasize preventive care, patient outcomes, and cost-effective interventions. By aligning with value-based care principles, entrepreneurs can drive the adoption of innovative care delivery models, payment structures, and quality improvement initiatives that prioritize holistic patient well-being and long-term health outcomes.

5. CONCLUSION

Health entrepreneurship in society 5.0 is being shaped by a convergence of technological advancements, shifting healthcare paradigms, and evolving patient expectations. Health entrepreneurs have to cope with these key trends and proactive in leveraging them will be well-positioned to drive impactful change and contribute to the advancement of healthcare delivery and outcomes. There are at least eight health entrepreneurial activities in society 5.0. The activities are telehealth, virtual care, personalized medicine, genomics, digital health, machine learning health, value-based care, and population health management. Interconnectedness in society revolutionize the way healthcare is delivered by providing convenient access to medical advice, monitoring tools, and resources for managing chronic conditions. Digital health platforms facilitate communication between patients and healthcare providers, leading to more efficient and personalized care. The integration of wearables and mobile health devices into health platforms enables real-time monitoring and tracking of vital signs and health metrics.

It is suggested that health entrepreneurs to keep on monitoring the development of health technologies so they can continuously deliver up to date service. In addition, by monitoring the health technology development, entrepreneurs can identify new business opportunities to be executed.

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