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Boosting Interregional Innovation Investment and cooperation among Health Innovation EcoSystems



Press release no. 04

Peer review Poland

Navigating the future: AI & digitisation in Polish healthcare

Gdansk, 1st- 2nd April 2025 – **Engaging with AI and digital healthcare trends is no longer optional - it's a strategic must: for healthcare providers, policy makers and innovators.** Interizon and Lithuanian Innovation Centre, with support of Marshal Office of Pomorskie Voivodship, together with international partners and experts, organised the peer review “The Rapid Digitisation of Healthcare & AI in the Healthcare Sector – Challenges and Opportunities. The Case of Poland”. The plenary session set the stage by highlighting global trends in digital health and artificial intelligence, emphasizing Poland's role in this shifting environment.

The healthcare sector in Poland is developing dynamically and is attracting more and more attention from investors. In 2023, the value of the healthcare market, excluding medication, amounted to PLN 191 billion, and forecasts indicate an average annual growth of 8.3% in 2023-2028. In the context of an aging society, the growing number of chronic diseases and the increase in the wealth of citizens, the healthcare sector in Poland offers numerous investment opportunities¹. The average number of consultations per person has increased by 9% over the last 10 years, which shows that Poles are increasingly caring about their health and are willing to invest in prevention and modern medical technologies. The increase in health awareness leads to a greater demand for diagnostic services, specialist consultations and advanced treatment methods, which creates further business opportunities. The digitization of medical processes, such as e-prescriptions, e-referrals and teleconsultations, increases the efficiency of the healthcare system and improves the availability of services for patients.

The regional healthcare system in Poland runs currently three key digital initiatives/projects aimed at improving quality, safety, and coordination of healthcare. The **e-Radiology Platform** enables specialists to exchange medical imaging data for faster and more accurate consultations among them. The **Quality Assessment System**, part of the broader Regional

¹ <https://www.trade.gov.pl/en/news/the-healthcare-sector-in-poland-and-opportunities-for-investors/>

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e-Health framework, collects patient feedback to evaluate hospital staff and healthcare providers. Additionally, the **Regional Register of Adverse Events** is established in order to i) standardise a way in which information on adverse events is collected, ii) monitor in real time adverse events in a healthcare entity; iii) create comprehensive reports and analysis, iv) promote corrective recommendations for improvement and decreasing the risk for the next similar case.

The roundtable discussion made it clear: advancing digital healthcare requires more than just technology - it demands collaboration, patient trust, and system-wide readiness. Key challenges like fragmented data, regulatory complexity, and varying patient needs must be addressed with practical, inclusive strategies. Ultimately, meaningful progress depends on leadership at every level, especially from **hospital managers who recognize the patient-first value of innovation.**

Read more about peer review [here](#).

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