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QUOTED. 15 June 2021. Elgar Fleisch.

by

New book *The Digital Pill* highlights key trends within the digital health sphere, including the implications of personalized health care and designer drugs. Co-author Elgar Fleisch spoke to *Medtech Insight*.

“It's even difficult to talk about the patient because that's the wrong term. The patient is more on an eye level with his physicians of the future and is taking more responsibility. It's more about longevity, it's more about not getting sick. So they're less of a patient but more of a consumer, or even a 'prosumer.'” – Elgar Fleisch, professor of information and technology management, ETH Zurich and the University of St. Gallen

- Find out more: [The Digital Pill: Author Sees Digital As Catch-All Solution For Health Care](#)

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