

Table 1: Potential Opportunities

Potential Opportunities for HIM	Potential Opportunities for HI
Greater emphasis on higher level of education (bachelor and master’s degrees)	Expansion beyond professionals with clinical backgrounds
Strengthening of analytical skills, especially working with big data, to complement the overall knowledge of the healthcare context and meaning of information	Further contribution into research and implementation into universal health literacy, design of virtual clinical trials, blockchain technology
Expansion in other areas, such as: <ul style="list-style-type: none"> • ambulatory care • pharmacy • population health • social determinants of health • patient-generated data 	Expansion in other areas, such as: <ul style="list-style-type: none"> • pharmacy (personalized medicine) • population health • risk management • quality improvement • insurance companies • value-based purchasing
Maximal contribution on data standards, content, and interpretation	Build on strengths in technology and software design to improve quality of life, clinical and everyday healthcare with optimal use and processing of social media and IoT (Internet of Things)