

## HOW TO CITE

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## Care Coordination, Technological Innovations and Health Management

*Coordenação do Cuidado, Inovações Tecnológicas e Gestão em Saúde*

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Care coordination refers to the effective organization and integrated management of health services provided to an individual over time, by different professionals and at different levels of care. It is a key element that enables a holistic and user-centered approach, bringing numerous benefits to the effectiveness and efficiency of the health system (Oliveira *et al.*, 2024; Starfield, 2002).

Care coordination is associated with several benefits, including reducing medical errors (Gurgel Júnior; Jorge, 2022), improving user adherence to treatment (Mendes *et al.*, 2021), reducing avoidable hospitalizations (Ferreira *et al.*, 2017) and promoting a user-centered approach (Santos *et al.*, 2022). It contributes to the efficient management of chronic conditions, disease prevention and long-term health promotion (Mendes, 2019).

Health management plays an essential role in building efficient, patient-centered care systems and its integrated approach aims to optimize resources, coordinate services and ensure comprehensive and accessible care (Inácio *et al.*, 2024; Martins, 2017).

Establishing a solid relationship between managers, health professionals and the community is fundamental to understanding and addressing specific demands, promoting equity in access to health services (Alves, 2019).



Technological innovations are crucial in transforming healthcare models. From artificial intelligence to virtual reality, these technologies offer opportunities to improve the efficiency, accessibility and personalization of services. Proper implementation requires overcoming challenges such as scarce resources, cultural resistance and the need for community understanding and engagement (Inácio *et al*, 2024).

Meeting the challenges of implementation requires continuous efforts, stimulating innovation and constant adaptation to the dynamic demands of society (Inácio *et al*, 2024).

To overcome the challenges, it is necessary to adopt strategies that promote interprofessional collaboration, the efficient use of health information technology and the implementation of integrated care models (Rezende *et al.*, 2022). Adequate education and training of health professionals play a vital role in improving the coordination of care (Gurgel Júnior; Jorge, 2022).

There are many possibilities for innovation today, where communication and consumption of new technologies are accelerated by the internet. It is relevant and necessary to assess the real benefits and safety of the technologies produced, as well as to relativize the validity of an innovative technology and surround it with safer and more accurate tests when testing evidence of its technological validity (Moreira, 2024).

There is a clear challenge to technologically innovate ways of conceiving and managing healthcare, ensuring assertive care coordination, making patient care more efficient, humane, innovative and improving resource management based on scientific evidence.

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