

LIFE POST-COVID-19 SHOULD BE MORE DIGITAL, CONNECTED, AND HUMAN



The COVID-19 pandemic has brought an unprecedented situation. Several industries and sectors have modified their work schemes, formats, and communication channels. Schools and universities have leaned toward online courses. Hospitals have adapted to the new needs of patients. Airlines have collapsed, as well as hotels and tourism companies. Restaurants evolved into command centers with delivery. After months of settling into this lifestyle, governments begin to reopen businesses. Little by little, we go back to “normal”. We must question the use of that word, as life after Covid-19 will be completely different from anything we have witnessed in the past.

In the absence of a vaccine or treatment, innovation and technology will be crucial. For example, the Mayo Clinic has developed auto-pilot vehicle technology to collect and deliver medical samples and medicines to avoid direct contact and reduce exposure. New habits and markets will emerge. However, many of these advances will leave out the human side.

As technology infiltrates our lives, we must not forget that decisions should be person-centered. Many companies might start replacing staff with machines; they will dispose of space and services delivered by people. Also, people may begin to feel uncomfortable with physical contact. Online shopping and deliveries will continue to flourish; crowded events like concerts and shows will be unimaginable; meetings in small spaces will seem scary; a hug might be perceived as threatening.



As agents of change and actors with social responsibility, we must look for ways to innovate and incentivize technology to adapt to this new reality. It is true, the effects of this crisis will have a tremendous impact on our economy. However, let's not forget that society will be affected the most. First, the obvious: Health. Second, the underlying damage beneath the economic struggle: the rise in poverty and insecurity.

This year has brought changes never seen before and that no one could anticipate. Of course, we must adapt to overcome any challenge and thrive in the middle of this crisis. Innovation and technology will be essential allies. Just keep in mind that all progress has the same origin and must have the same end: the human being.