Government is focusing on issues which are non-issues. Leaders are becoming techno-leaders as they rely more on technology rather than on human beings. We use technology for the sake of good but point is: “Please Don’t OverUSE tech”. We are overemphasizing on technology because of a construct known as “ease of use” or intuitiveness but reality is what ease we seek has a cost which often is underestimated due to a successful business model’s support or other factors of influence which make its implementation not free from bias.

Healthcare is about care and we can best provide care when we use natural means of care and the best one is to give time to the patients. Of course, not time via machines but real happy time with the ones who we love and care. Getting rid of all the worries and concerns to business deals, switching off all the mobiles, living in nature as being provided by two scholars in a green place with no phones and no worries of fabricated innovative era.

In healthcare, focus not on cure but care. Ailing patients need care and it can even be provided by 3rd, 4th, 5th, or even any one person outside the family. Exceptional cases are there that at times like Tom Hanks in Cast Away was being motivated by a basketball which he perceives as a man talking to but its rare and it needs a healthy young man to do so but A Patient is a Patient.

Handling of information using machines is another innovation added in care settings but as long as humans did that they handled it dynamically and often induced many wisdom oriented aspects in management of information in manual systems. That too was great as humans dealt it with care and often the delays and conflicts with file manager was a healthy activity too as I see my wife messing with parents and it rather boosted the morale of old ones and the anger too worked as an exercise and my wife believes that it is kind of a medicine for these old ones. My wife is a doctor who every day deals with patients.

I am doing research on Big Data in healthcare. Learning about its potential exploitation in healthcare and keeping in mind the Everett Roger's Diffusion of Innovation theory I want to focus on ethical concerns of diffusion of EHRs which is boosted by adoption among the workforce in Hospital and healthcare providers. We focus only on acceptance in TAM, social process of diffusion and also on disruption in research paradigms.

Lack of focus on ethical adoption of technologies in healthcare settings results in disruptions, which consequently leads to slow implementation and dissemination. Perhaps that is why in hospitals, innovation adoption takes longer time periods (15 to 20 years.) We need to consider some factors seriously in this regard. The foremost is a framework which emphasizes on a framework to ensure the ethical adoption having little issues in very complex context of socioeconomic healthcare organizations.

We must use technology but on when it is critical. It depends on care providers to decide ethically not for the sake of ease of them but for providing best care to patients; the ones who are suffering from pain.

   So, the query of research is: How to ensure that Big Data is adopted by healthcare organizations' professionals ethically?

   Due to qualitative in nature with complexity, we would use Technology Foresight methodology for research with futuristic scenario buildings and trend analysis tools incorporating forecasting.

   All this concept draft needs more time to work upon for better adoption of Big Data in Healthcare org.