DIGITAL HEALTH COMES OF AGE: AFFORDABILITY, ACCESS AND QUALITY

As the market quickly matures the importance of innovation in seizing the digital health opportunity is ever more important.

SIX AREAS related to healthcare AFFORDABILITY, ACCESS AND QUALITY received the significant majority of investment funding in 2016—twice as much as other funding categories.

1. PROVIDER EFFICIENCY
   • Delivery of high-quality, disease-oriented patient care through elimination of waste in the system, both paper and electronic. (Accenture, InterSystems, and Omnicare)  
   • Companies in the lead: MindMaze, Singulex, Syapse
   • Funding: $1.16B

2. VIRTUAL CARE / COORDINATION
   • Delivery of triage, diagnosis and treatment of healthcare services through virtual means will continue to increase, driven by cross-industry expectations and inefficiencies in current care delivery. (Chunyu Yisheng, Accolade, Specialists On Call)
   • Funding: $0.56B

3. WEARABLE DEVICES
   • Wearables are maturing after their breakthrough year two years ago. Their ability to detect biometrics is increasing, which Accenture predicts will soon clash with clinical grade devices. (JawBone, Thalmic Labs, Razer)
   • Funding: $0.54B

4. PERSONALIZED MEDICINE
   • Technology will enable customized treatment and support based on an individual's genetics as evidence-based medicine grows. (Human Longevity, Inc., Guardant Health, Astute Medical)
   • Funding: $0.58B

5. ENHANCED DIAGNOSTICS
   • Due to greater access to data, advanced testing methods and improved technology, diagnostics are becoming more accurate, cheaper and faster enabling earlier diagnoses and new self-diagnostics to become available. (Flatiron, Augmedix, Captricity)
   • Funding: $0.43B

6. BIG DATA / ANALYTICS
   • Players are partnering to improve data collection and real-time analytics, infused with artificial intelligence. The power of data has the opportunity to enhance decision making and improve quality of care. (Health Catalyst, Healthline, TraceLink)
   • Funding: $0.43B

SEE THE RESEARCH.

Source: Accenture analysis

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ABOUT ACCENTURE

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