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The future of connected health devices



The future of connected health devices

Medical device, life sciences and consumer technology organizations and others in the health device ecosystem will need to collaborate and design connected health device solutions that meet the needs of a currently underserved market – the Information Seeker.

The global healthcare system currently wastes significant resources by delivering consumer outcomes in a highly inefficient manner. Many of these systemic inefficiencies are caused by the inability to effectively collect and use healthcare data to provide diagnosis and treatment decision support. But with healthcare shifting toward a self-service model, consumers will be in a better position to both manage their health and help to contain costs. Timely, trustworthy and usable data are essential elements for this shift. And technological advances are enabling smart, new, connected personal healthcare systems that can supply some of these crucial information needs.

Today's health device is an instrument, apparatus or appliance, enabled by software, that can sense, monitor or measure a person's vital signs and is used either alone or in combination with other devices. While these devices perform their designed function, they still require significant effort to integrate the information necessary for diagnosis and treatment decisions.

Current health device consumers tend to be those who are fitness focused, actively monitoring a chronic condition, or recovering from an illness. However, we expect device demand to increase among a currently underserved but significant population – the Information Seeker. This segment of the market is aware of the benefits of monitoring certain non-life-threatening diseases and disorders, such as attention deficit disorder, menopause or obesity.

Both doctors and patients are hungry for information about these conditions and are looking for devices that:

- Enable real-time monitoring and fewer clinician visits
- Are low cost and simple to use
- Seamlessly connect to Internet-enabled devices to upload and download monitoring data.

By expanding offerings to attract the Information Seeker, health device manufacturers could create significant market opportunities. However, effectively capitalizing on this consumer demand will depend on the development of a product and services ecosystem that includes specialists in mobile devices, home-based devices, web-based resources and electronic health records.

To be successful in this new environment, industry players will need to:

- Identify the Information Seeker segment and target with easy-to-use device solutions
- Decide on the most profitable and sustainable value chain position based on their core skills
- Take advantage of emerging digital media, software-as-a-service and social networking business models
- Promote industry-wide efforts to improve interoperability and data standardization
- Develop partnering skills to collaborate effectively within the connected device ecosystem.

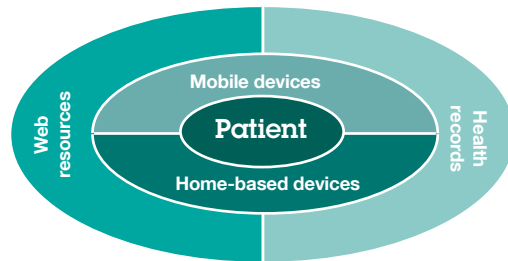
Components of this ecosystem have already appeared and are evolving

Mobile devices

Applications that provide monitoring capability when the user is away from home. Should include the ability to store and share collected data with PCs and other elements of the ecosystem.

Web resources

Websites that deliver content such as medical condition descriptions and nutritional details. Includes the variety of interactive tools and data sharing services now available. May be free or subscription based.



Electronic health records

Digital-based record that is capable of being shared across different healthcare organizations. May include a patient's entire medical history, test results and current prescriptions.

Home-based devices

Solutions that monitor condition status outside of a clinical setting. May include the features required for data sharing with PCs and other elements of the ecosystem.

To continue this conversation

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