# Digital Healthcare Trends

XERAYA CAPITAL
Life Venture

# Digital Healthcare Trends

CONTENT OVERVIEW

Defining Digital Healthcare

Key Stakeholders

A Brief History & Milestones

Key Figures in Digital Healthcare

Modern Digital Health Applications

Case Studies

# Defining Digital Healthcare

Digital health is a broad, multidisciplinary concept that links technology with healthcare.

It encompasses digital care programs, technologies with health, healthcare, living, and society to enhance the efficiency of healthcare delivery and to make medicine more personalized and precise.

# Stakeholders of Digital Healthcare

Patients

Healthcare Professionals

Private Equity Investors

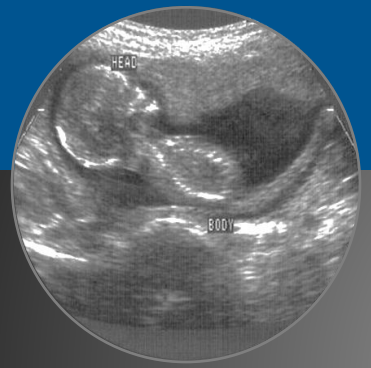
Government Bodies

Innovation Companies

# A Brief History of Digital Healthcare


**1897**

**Telemedicine** First medical diagnosis over telephone – a child was diagnosed with a viral infection.

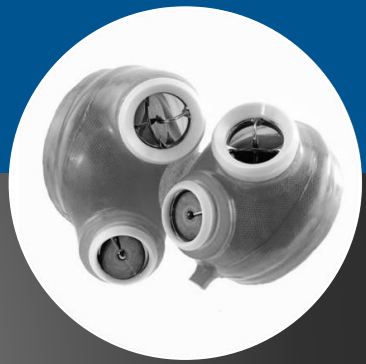



**1956**

**Ultrasound Imaging**
First clinical usage of ultrasound imaging in Glasgow, Scotland.

**1977**

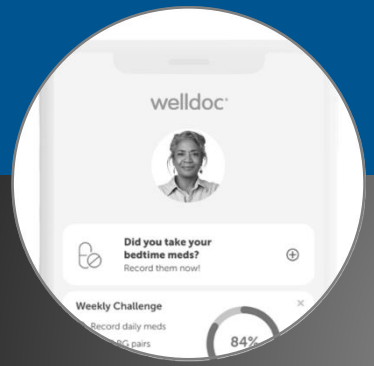
**DNA Sequencing**
Sanger's data manually entered into a computer after many hours of interpretation.



**1982**

**Artificial Heart Transplant**
First successful transplant of artificial heart (Jarvik-7) by Dr William DeVries.

# A Brief History of Digital Healthcare



**1989**
**International Medical Informatics Association**
Independent organization promotes the application of information science.

**2005**
**Digital Therapeutics**
**Welldoc** developed web & mobile-based solutions to manage chronic disease.

**2007**
**Mobile Health Gadgets**
**Fitbit** was invented, a mobile device that monitors the user's health.

**2017**
**Digital Health Authority**
The US Food & Drug Administration (FDA) launches 'Digital Health Center of Excellence'

# Key Figures in Digital Healthcare

## Global Digital Health Valued at USD 96.5 billion in 2020

- Increase from USD 84.08 billion in 2019
- Expected to reach USD 220.94 billion in 2026
- CAGR of 15.1% (2021-2028)

Grand View Research

## USD 350 Billion Annual Savings

For US healthcare just by adopting telehealth technologies.


## USD 9.4 Billion Invested in 2020

Up from USD 4.1b in 2014, digital health is a publicly accepted path for better standards.

## Savings with Telemedicine Platform

- USD 49-250 Patient savings per visit
- USD 300-1,500 Hospital savings per visit
- Remote health monitoring can save USD 3,855 per diabetic patient per year

Techment

# Modern Digital Healthcare Applications

Telemedicine

AR & VR


Mobile Apps & Gadgets

Digital Records

Personalized Medicine

# Case Studies

Recent Applications of Technology in Healthcare

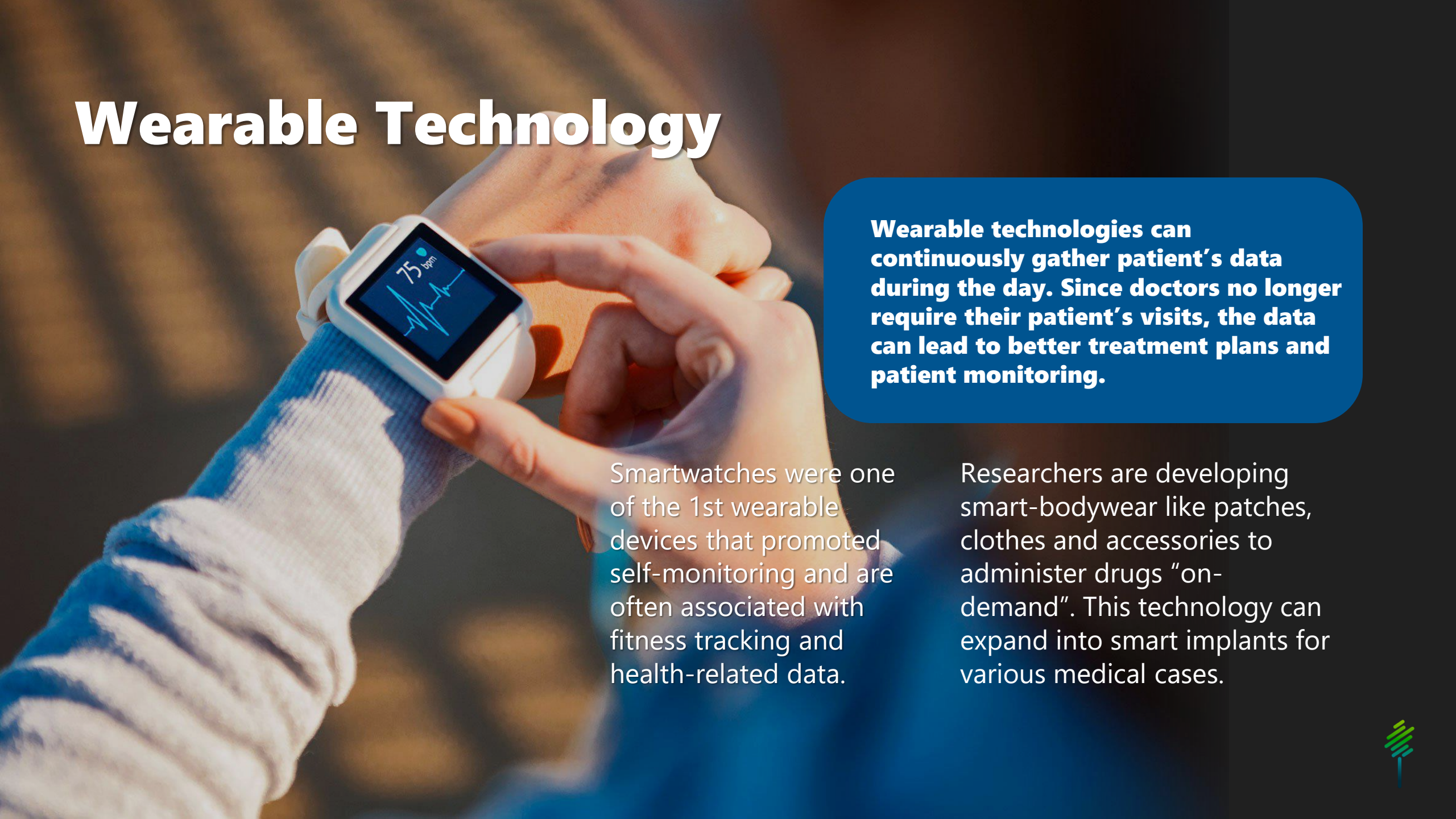
# Telemedicine

Telemedicine experienced significant growth during the COVID-19 pandemic, on average about 50-175 times compared to previous years.

In 2019, the global telemedicine market accounted for USD 45.5 million and is projected to account for USD 175.5 million by 2026 (according to Statista).

**Telemedicine promotes cost savings for both healthcare providers and patients in terms of visits, staff & facilities management, utilities, etc.**

# Wearable Technology




**Wearable technologies can continuously gather patient's data during the day. Since doctors no longer require their patient's visits, the data can lead to better treatment plans and patient monitoring.**

Smartwatches were one of the 1st wearable devices that promoted self-monitoring and are often associated with fitness tracking and health-related data.

Researchers are developing smart-bodywear like patches, clothes and accessories to administer drugs "on-demand". This technology can expand into smart implants for various medical cases.

# Virtual & Augmented Reality

VR/AR headsets can help patients suffering from PTSD, dementia or cognitive impairments (stroke).

It can also help medical students in training at affordable costs, as well as practice for experienced surgeons to prepare for surgery, depending on the patient's known conditions.

**FDA has recently approved 'EaseVRx' on November 16, 2021. An immersive VR system, it uses cognitive behavioral therapy and other behavioral methods to help with pain reduction.**

# The Internet Of Medical Things

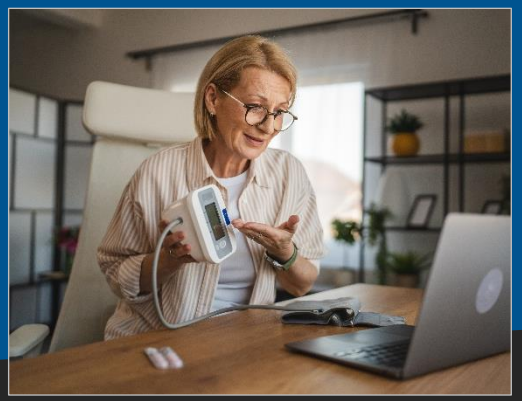
The union of IoT (internet of things) with telemedicine and telehealth technologies gave rise to IoMT, which now accounts for 30% of the IoT market.

The use of several wearables (such as ECG and EKG monitors, BP instruments) allow doctors to monitor patients remotely.

'Abilify MyCite' was the first 'smart pill' approved by the FDA in November 2017. It helps to monitor medication adherence, sending data to doctors who monitor remotely.

# Conclusion

Digital health is a broad, multidisciplinary concept that links technology with healthcare.



Digital healthcare has a myriad of applications for better health, with tangible benefits both in terms of cost savings and effectiveness in precise and personalized care.

Application of telemedicine started as early as 1897. While informatics emerged in the late 20th century, online therapeutics and wearable technologies became available from 2005 onwards.


Telehealth such as online appointments and consultation, remote monitoring, etc. witnessed significant growth during the COVID-19 pandemic.

Xeraya Capital

Jack Jackson 2026