

CASE-STUDY

Telemedicine – the Future of Healthcare

Understanding the expanding ecosystem of virtual care



Quick overview

Our client is a leading healthcare giant and as a promoter of digitalization in healthcare has invested in various digital health technologies. Under its short and long-term digital strategy, the client was willing to collaborate with telemedicine/telehealth providers/platforms focused on certain therapy areas with a unique value proposition for patients and healthcare providers.

Client success

The client could prioritize telehealth/telemedicine service providers with differentiated services and capabilities around specific therapy areas. These prioritized service providers had strong reach/coverage that can bring awareness to patients w.r.t. the under-diagnosed diseases thus directing these patients to super-specialists and ultimately improve the patient flow, which leads to increased demand for the client’s products. The engagement answered following key questions:

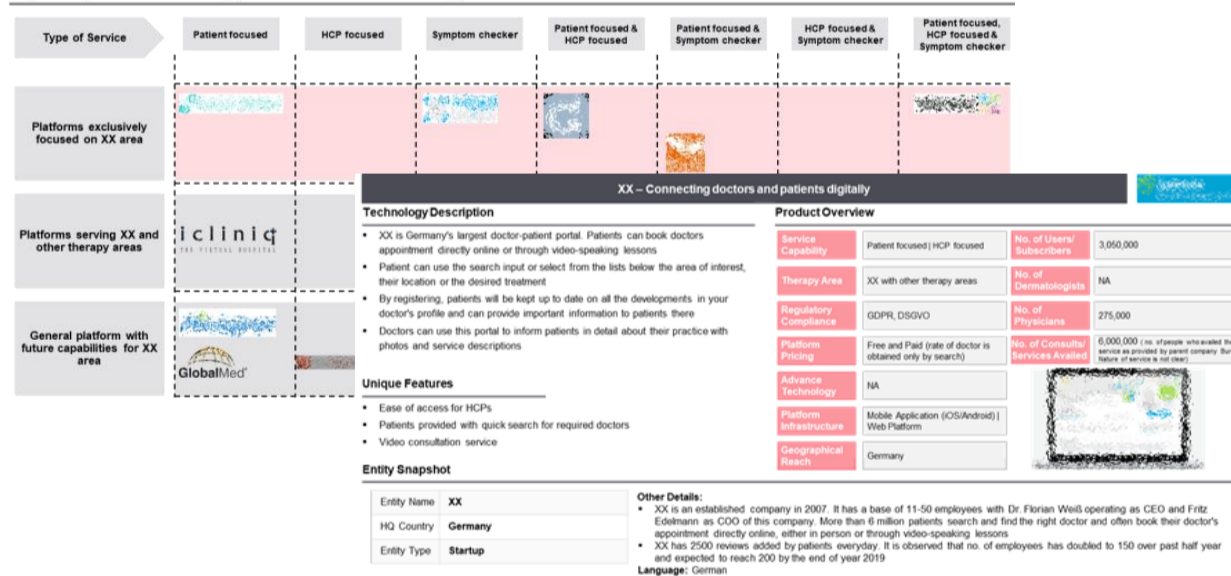
“Telemedicine practice is expanding beyond just scheduling doctor’s appointments to advanced tools and technologies, which is empowering patients with meaningful health advice and connecting them to broader healthcare system based on the individual data and health needs.

- What are the unique services & value propositions of various providers? Which platforms have their proprietary technology (AI, machine learning, etc.)?
- What is the user base for these platforms (#users, #subscribers, #consultations, specialties covered, #downloads and #positive reviews/sentiments)?
- What are the business models adopted by the service providers? Are these services reimbursed (e.g., co-pay, coinsurance, etc.)?
- What are the short-term partnership opportunities for pharma manufacturers?

FutureBridge comprehensive landscape covered telehealth/telemedicine platforms from an array of sources across major two major geographies – the US and Europe. including:

- Trends showing the launch of new platforms YoY
- Service capabilities for identified platforms – (Therapy area focus | Symptom checkers | Target audience – patients/HCPs/both | EHR integration | Others)

Top 20 Companies based on Therapy and service-wise distribution with global reach



FutureBridge’s recommendations on telehealth/telemedicine platforms helped the client to shortlist and prioritize players with unique offerings and those with a high willingness to collaborate with pharma manufactures. These players share common goals with the client and align well with their digital strategy to create patient awareness on certain under-diagnosed indications/conditions.

About FutureBridge

FutureBridge tracks from 1 to 25 years, how industries and sectors will evolve, develop, and innovate.

We keep your business ahead of the technology curve. Propel your growth, identify new opportunities, markets, and business models. We can answer your key strategic questions. Facilitate focused, tailored solutions and partnerships using our platforms and programs, with access to global information ecosystems and key industry players for their insights and expertise.