



# Signify Premium Insights - Digital Health Top 5 Predictions for 2023

## Big Tech To Become Mainstream



Amazon and Google will become mainstream health IT and services vendors in 2023. Amazon's HealthLake solution and its OneMedical acquisition will leverage US value-based care (VBC) opportunities. Google's cloud plays with Epic and MEDITECH, and its health IT products in VBC, RPM and CareStudio, will also come into their own.

## Reboot of US Value-Based Care Set To Accelerate



The US VBC market will finally throw off the shackles of Covid and accelerate quickly. And it will not just be the large health systems and Integrated Delivery Networks driving the market: big retail players and EHR vendors, who have built VBC into their business models, will find new revenue routes in 2023.

## Size is Everything: Consolidation Around Big EHR Vendors to Pick Up Pace in Europe/US



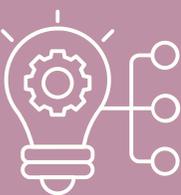
The trickle towards procurement around large hospital EHR vendors will accelerate in 2023. The gap between the likes of Epic (in the US) and Dedalus (in Europe) and tier-2 vendors will widen. Initiatives, such as the Germany Hospital Futures Act, that demand significant investment in portfolio development, will drive this.

## Retail, Big Tech To Become Synonymous with Primary Care



Walgreens, CVS and Amazon will become household names in primary care provision in the US in 2023, using their physical reach and supply chain and logistics expertise to reach more of the population than ever. For the likes of Amazon, there is still unfinished business in primary care.

## Telehealth and RPM to Switch Tactics



Telehealth and RPM will adopt a more strategic stance, as the reactive, quick-win Covid-era approach ends. Telehealth will support VBC delivery, with real time remote patient data and video at its core. Expect more acquisitions, partnerships and product development from the likes of Teladoc and AmWell and VBC leaders such as Innovaccer and Health Catalyst.

These predictions are taken from our newly launched Signify Premium Insights Digital Health Service



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