Synopsis

This Connected Health Tracker examines emerging technologies and solutions in the digital health industry that creatively change how consumers shop and use healthcare products, solutions, and services, and disrupt legacy solutions and business models. It profiles select innovators and disrupters in five categories, and rate/rank them in a leaderboard, complete with highlights of their winning strategies.

Leaderboard

Innovator Leaderboard—A 2x2 Matrix-based Evaluation Framework

<table>
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<th>Sustainable Disruption Matrix</th>
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<tbody>
<tr>
<td><strong>High Growth Pursuers</strong></td>
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<tr>
<td>High growth but low disruption to incumbent industry: <strong>Succeed by pursuing high growth areas</strong></td>
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<tr>
<td><strong>Disruptive Front-Runners</strong></td>
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<tr>
<td>High growth and high disruption to incumbent industry: <strong>Grow via innovative disruption</strong></td>
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<td>Low growth and low disruption to incumbent industry: <strong>Thrive through differentiation</strong></td>
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<td><strong>Differentiation Masters</strong></td>
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<tr>
<td><strong>Visionary Mavericks</strong></td>
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<tr>
<td>Low growth but high disruption to incumbent industry: <strong>Survive through innovative business models</strong></td>
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The healthcare industry is in deep transformation today. The pace of innovation, fueled by mobile/digital technology and cloud infrastructure, and spurred by healthcare industry stakeholders’ motivation to deliver care more efficiently and cost effectively, has reached new peak in 2015. “Successful IPOs from companies such as Fitbit, Teladoc, and MindBody in mid-2015 show that viable business models can open up new growth opportunities in the healthcare industry,” said Harry Wang, Senior Research Director, Parks Associates. “Incumbents must step up their own innovations, or look for quality startups as acquisition or partnership targets.”

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List of Companies

Alignment Healthcare       Medtronic/ Cardiocom
AMC Health                MedZed
American Well              meQuilibrium
Benefitter                 mPulse Mobile
BitGym                     nGage Health
Blue Mesa Health           Noom
Bright.MD                  Nudge Health
CaptureProof               Pager
Care Innovations           Patient PAL
Carena                     PatientPoint
CareScout                  PatientPrompt
CareSync                   PatientsLikeMe
Castlight Health           Persivia
Circle Medical             Philips/Wellcentive
CircleLink Health          PokitDok
CirrusMD                   Rally Health
Collective Health          RedBrick Health
ContextMedia: Health       Remedy Health Media
Conversa Health            Revation Systems
Copatient                  Sanitas Health
Curely                     Sentrian
Daily Burn                 Simplee
Doctor On Demand           SimplyInsured
Emmi Solutions             SinoraHealth
Enli                       Skimble
Envera Health              Smart Patients
Fitness Buddy              Smartlink Mobile
Fitocracy                  SnapMD
Ginger.io                  SparkPeople
GoodRx                     SpendWell
Greatist                   Spruce
Happify                    StayWell
Headspace                  stickK
Health Dialog              Stride Health
Healthcare Bluebook        Sworkit
Healthgrades               Tactio Health
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