

# Healthcare

## Trends and insights

1



### Driving digital transformation

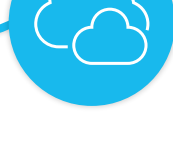
# \$2.3 trillion

Projected total aggregated investment in digital transformation across all industries by 2023.

**Takeaway:** Tech improvements are driving forces in the market.<sup>1</sup>

AT&T Solution: AT&T Digital Transformation

2



### Cloud investment growing

# \$600 billion

Projected end-user spending on public cloud services in 2024, up from \$410.9 billion in 2021.

**Takeaway:** Cloud is the powerhouse that drives today's digital organizations.<sup>2</sup>

AT&T Solution: AT&T Cloud Solutions

3



### Phishing emails a cyber risk

# 97 percent

Portion of individuals who cannot identify a phishing email.

**Takeaway:** Cybersecurity training is key in preventing cyber attacks.<sup>3</sup>

AT&T Solution: AT&T Cybersecurity

4



### IoMT on the move

# \$1.6 trillion

Expected global economic impact of IoMT by 2025.

**Takeaway:** IoT growing faster in healthcare than any other industry.<sup>4</sup>

AT&T Solution: AT&T Internet of Things

5



### Care anywhere disparities

# 5 billion

Projected number of people worldwide unable to access healthcare by 2030.

**Takeaway:** More pioneering health tech is needed to make care accessible and convenient.<sup>5</sup>

AT&T Solution: AT&T Virtual Care Solutions



## Sub-vertical insights



### Medical Devices

The advancement of wearable technology, connectivity solutions, and growing demand are leading to the proliferation of wearable devices such as smartwatches and wearable monitors.

By 2027, 27.2% of the population will use wearable devices.

Wearable Tech in Healthcare: Smart Medical Devices & Trends in 2022 (insiderintelligence.com)



### Providers

“Care Anywhere” initiatives are being driven by four key trends:

1. Shift to value-based care
2. The desire by consumers for consistent, convenient access to care where and when it is needed
3. Payment parity for in-person and telehealth visits reimbursement will encourage virtual visits
4. Providers are re-imagining primary care with a “digital first” mindset

IDC The Why What and How for Care Anywhere



### Pharma/Life Science

Pharmacovigilance is a set of scientific activities for preventing adverse drug effects and other medicine-related safety problems. Its goal is to optimize the benefit-risk ratio of healthcare products by sharing accurate information with patients and health care professionals.

Fortune Business Insights projects that the global pharmacovigilance market will grow from 2021's \$6.28 billion to \$14.85 billion in 2028, a CAGR of 13.1%.

Top 10 pharmaceutical industry trends in 2022 - Avenga



### Payers

The global healthcare payer services market is expected to reach USD 111.9 billion by 2030, registering a CAGR of 7.7%.

The industry is anticipated to witness substantial demand for IT operations.

The Worldwide Healthcare Payer Services Industry is Expected to Reach \$111.9 Billion by 2030 (yahoo.com)

## TRENDS SOURCES

<sup>1</sup> How Digital Transformation Can Change Our Business World For The Better (forbes.com)

<sup>2</sup> Gartner Forecasts Worldwide Public Cloud End-User Spending to Reach Nearly \$500 Billion in 2022

<sup>3</sup> 10 Cybersecurity Trends and Predictions for 2022/2023 | LinkedIn

<sup>4</sup> Internet of Medical Things (IoMT) Market Size and Growth, 2028 (fortunebusinessinsights.com)

<sup>5</sup> 10 healthcare technology trends for 2022 | Philips