

Healthcare

Trends and insights

1



Digital transformation journey

60%

Portion of healthcare executives who say their organizations were no more than midway through their transformation journey.¹

AT&T Solution: AT&T Digital Transformation

2



Cloud computing value up-tick

\$76 Billion

Projected growth by 2026 for internet, cloud computing, big data, Internet of Things, Artificial Intelligence, and data analytics, to name a few.²

AT&T Solution: AT&T Cloud Contact Center

3



Cybersecurity in demand

\$15 Billion

Projected size of the healthcare cybersecurity market by 2028, driven by an expected increase in the number of healthcare data breaches.³

AT&T Solution: AT&T Cybersecurity

4



Medical digitization growth

\$142 Billion

Size of Internet of Medical Things market by 2026.⁴

AT&T Solution: AT&T IoT IoMT

5



Hospital at Home

30%

Reduction in healthcare costs expected as a result of health systems shifting more patients to Hospital at Home model.⁵

AT&T Solution: AT&T Virtual Care Solutions



Sub-vertical insights



Medical Device Manufacturers

What's on the horizon in the area of medical devices for 2022 is the advancement of technologies that have already

begun to transform healthcare. **By 2025, the use of extended reality devices is expected to reach \$5.1 billion.**

Source: Trends Transforming The Medical Device Industry Outlook In 2022 By Linchpin SEO



Providers

Several providers are shifting to Hospital at Home. There are six goals of the Hospital at Home programs that will be monitored.

1. Reducing length of stay
2. Meeting patient demands for home care
3. Decreasing total cost of care
4. Differentiating in a competitive marketplace
5. Maximizing hospital capacity
6. Creating additional revenue

Source: A deep dive into hospital at home models with remote patient monitoring - 4 takeaways, Beckerhospitalreview.com



Pharma/Life Science

The global digital therapeutics market size is anticipated to reach \$32.5 billion by 2030.

Key factors driving market growth include COVID-19 pandemic, various supportive

regulatory initiatives and early signs of reimbursements, increasing smartphone penetration in developed and developing countries, and the growing prevalence of chronic disorders.

Source: Digital Therapeutics Market Size, Share & Trends Analysis Report By Application, By End User, By Region And Segment Forecasts, 2022-2030, Yahoo.com



Payers

The No Surprises Act, effective January 1, 2022, states that the Congressional Budget Office said the law will lower premiums by 0.5% to 1% due to "smaller payments to some providers."

Others think the law could drive higher spending as costs shift from the consumer to the payer or employer, and the new costs of arbitration come into play.

Source: Medical cost trend: Behind the numbers 2022: PwC

TRENDS SOURCES

¹ Digital transformation in healthcare | Deloitte Insights

² Global Healthcare Cloud Computing Market to Reach \$76.8 Billion by 2026 (yahoo.com)

³ The Future of Healthcare Cybersecurity Market Economy Size (globenewswire.com)

⁴ Top Home Care Trends in 2022: (Healthcareguys.com)

⁵ Important Hospital at Home Program Insights (Healthcare Recovery Solutions)