

Healthcare

Trends and insights



Digital transformation journey

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



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



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



Medical digitization growth

\$142 Billion Size of Internet of Medical Things market by 2026.4

AT&T Solution: AT&T IoT IoMT



Reduction in healthcare costs

Hospital at Home

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 begun to transform healthcare. area of medical devices for By 2025, the use of extended

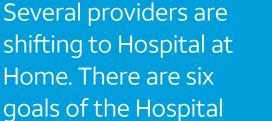
technologies that have already Source: Trends Transforming The Medical Device Industry Outlook In 2022 By Linchpin SEO

2022 is the advancement of

reach \$5.1 billion.

reality devices is expected to

Providers



shifting to Hospital at Home. There are six

at Home programs that will be monitored. Source: A deep dive into hospital at home models with remote patient monitoring - 4 takeaways, Beckershospitalreview.com

4. Differentiating in a competitive marketplace 5. Maximizing hospital capacity

1. Reducing length of stay

6. Creating additional revenue

3. Decreasing total cost of care

2. Meeting patient demands for home care



R_x

reach \$32.5 billion by 2030. increasing smartphone penetration Key factors driving market in developed and developing

Pharma/Life Science

growth include COVID-19 pandemic, various supportive Source: Digital Therapeutics Market Size, Share & Trends Analysis Report By Application, By End User, By Region And Segment Forecasts, 2022-2030, Yahoo.com

The global digital therapeutics

countries, and the growing prevalence of chronic disorders.

regulatory initiatives and early

signs of reimbursements,

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

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.

payments to some providers."

- 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)

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