



# Digital Health

**2024 MARKET SNAPSHOT**

**CANTON PULSE INTELLIGENCE REPORT**

[cantoncompany.com](https://cantoncompany.com)

# 2024

# Market Snapshot



**This Digital Health Market Snapshot** is Canton's latest update on the transformative technology and technology-enabled services that we believe could change the trajectory of the industry. Healthcare consumers have long been waiting for technology to do for them what we've come to take for granted in other economic sectors – advance efficacy, quality, and availability while consistently lowering costs.

These segments and the companies we follow offer a glimpse of what a truly consumer-centric industry could achieve.



## Digital transformation is full-steam ahead

COVID changed the game, dispelling much of the conventional wisdom about the use and efficacy of digital and virtual health.

The pandemic reset the affirmation of the need to be consumer-centric.

We're excited to share this brief report with you and hope that you find it resourceful.

# Key Segments



Digital Distributed Care



Clinical Decision Support



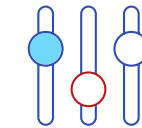
Chronic Care and Remote Monitoring



Value-analytics



Digital Pharmacy



Health and Wellness



Digital Mental Health



Digital Primary Care



Navigation & Engagement



Digital Payors

## Digital Distributed Care



## Value-analytics



## Health and Wellness



## Digital Primary Care



## Clinical Decision Support



# DIGITAL HEALTH MARKET SCAN

## CANTON PULSE INTELLIGENCE REPORT

## Digital Payors



## Navigation and Engagement



## Digital Pharmacy



## Chronic Care and Remote Monitoring



## Digital Mental Health



**For Consideration...**

# Growth or Performance?



**In the typical “peak and trough” cycling**, after years of focusing on hyper growth, the industry finds itself squarely refocused on performance, and operating excellence. It is looking for tools that provide real economic return on investment (ROI) and tangible benefits to aid business outcomes. There has been a proliferation of point solutions and platforms. Now, we are entering a market that is consolidating and getting back to basics, seen both among the pertinent buyers of digital health technology and the technology firms themselves.

Given the more pragmatic framing, Canton anticipates consolidation within the various health services segments as well as the companies that support their businesses. Volatility in and moderation of valuations are likely to continue. While there has been some relief seen, there continues to be an active market for investing in these technologies.

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For information on this Digital Health Market Scan, and to discover more Canton Pulse Intelligence Reports, visit us at [cantoncompany.com](https://cantoncompany.com).

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## About Canton & Company

Canton & Company is a leader in the knowledge economy, focused on working exclusively with the healthcare and related industries. Canton is a catalyst driving the needed performance revolution, healthcare's long-overdue Industrial Revolution. We are driven to make healthcare more responsive and accountable to its customers – holistically – with consumer-experience and outcomes as its North Star.

Canton has developed a well-earned reputation as a difference maker. The partner that leading firms use to separate them from the competitive pack. We are driven to create, build, and enhance great companies that will fulfill the industry's great promise – to improve health and well-being for all.

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