

Medical device company



Where are the opportunities in digital health?

The client wished to explore new opportunities for leveraging connected systems within their existing medical markets

Technologies

- Frameworks
- Strategy

Domain expertise

- Digital health



Our client asked:

The digital health landscape is highly diverse and evolving rapidly. This was making it extremely difficult for our client to create a clear impression of the technologies involved and the potential value of any application they could enable.

The project story:

Using our deep knowledge of connected health technologies, we built a disease agnostic framework for defining current, successful real-world applications of digital technology – the when-what-why-how?

We then applied this framework to our client's target care pathways and identified priority application areas where connected health technology could add value

Results: deliverables and outcomes

Within the application areas of interest, we identified two specific technology areas of potential value and relevance to our client. A deeper dive was then undertaken to determine the detailed business case and development strategy.

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