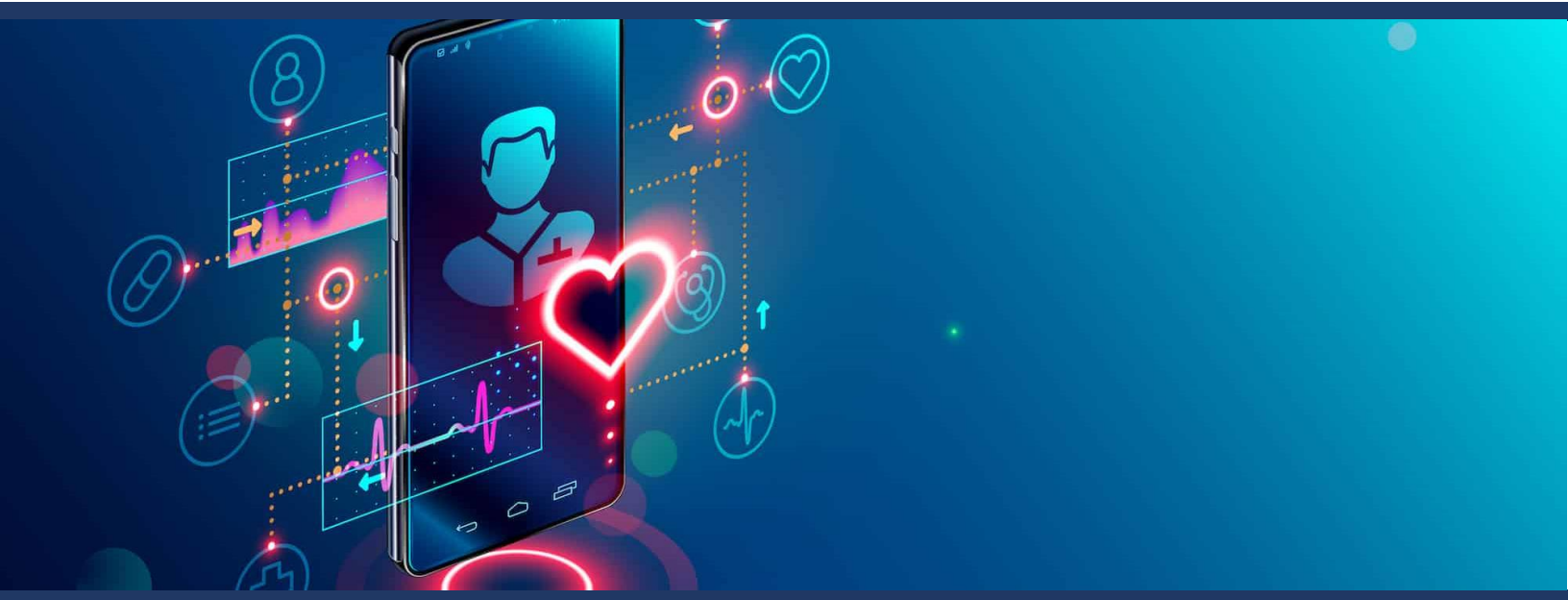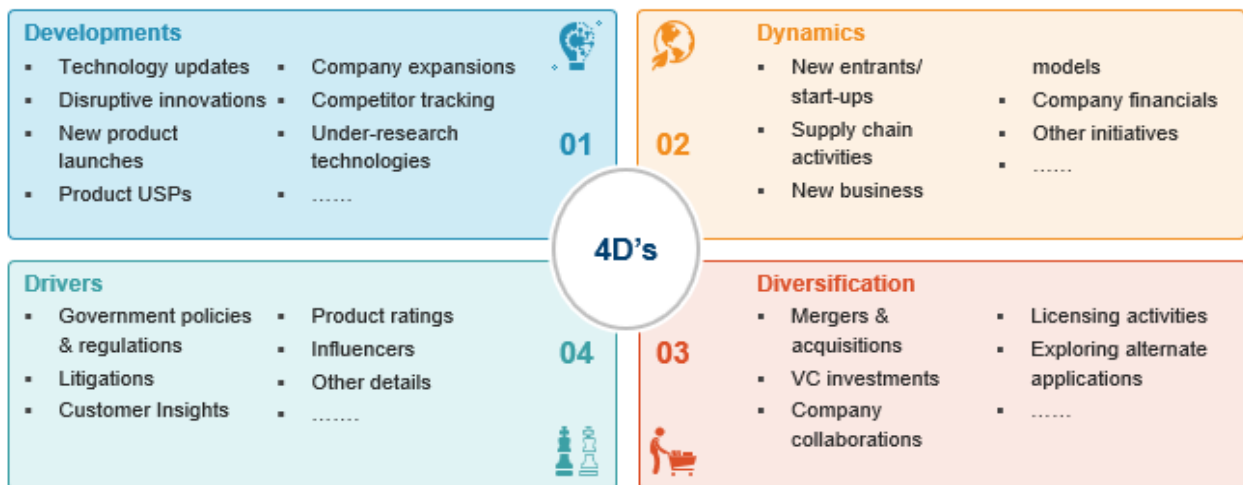# INTELLOTRACKER

MOBILE HEALTH (mHealth) APPLICATIONS FOR IMPROVING CARE AND COORDINATION

JUNE 2023

ARANCA'S QUARTERLY SECTORIAL UPDATE ACROSS FOUR DIMENSIONS….

Developments — 01
- Technology updates
- Disruptive innovations
- New product launches
- Product USPs
- Company expansions
- Competitor tracking
- Under-research technologies
- …….

Dynamics — 02
- New entrants/ start-ups
- Supply chain activities
- New business models
- Company financials
- Other initiatives
- …….

Drivers — 04
- Government policies & regulations
- Litigations
- Customer Insights
- Product ratings
- Influencers
- Other details
- …….

Diversification — 03
- Mergers & acquisitions
- VC investments
- Company collaborations
- Licensing activities
- Exploring alternate applications
- …….

4D's

DEVELOPMENTS

Technology updates	koko	Koko, a mental health-tech company, ran an experiment in which GPT-3, a newly popular artificial intelligence chatbot, wrote responses either in whole or in part. *Source: BBC News*
New product launches	NHS The Royal Wolverhampton NHS Trust	A digital app was launched at The Royal Wolverhampton NHS Trust (RWT) to help patients manage their heart conditions for a lifetime, providing convenient access via smartphones/devices for those unable to attend weekly sessions. *Source: The Royal Wolverhampton Blog*
New product launches	Teladoc HEALTH	Teladoc Health announced the launch of a fully integrated health care experience through a new comprehensive digital application enabling personalized whole-person care to individuals. *Source: Teledoc Press Release*
New product launches	greenphire	Greenphire has revealed a patient-powered registry. The mobile & web-based registry will allow disease-specific organizations to communicate with members – delivering patient insights (e.g., condition-specific health info, interactive tools etc.) *Source: Teledoc Press Release*
New product launches		PolyU's School of Nursing introduces an interactive mHealth app for elderly individuals to monitor their chronic diseases and mental health, providing nursing support. *Source: The Hong Kong Polytechnic University Blog*
Under-research technologies	Google Patents	A community hypertension patient digital mobile health intervention system is currently under research which is equipped with an intelligent sphygmomanometer convenient for self-detection by patients. *Source: Patent*

DYNAMICS

Other initiatives	West of England Academic Health Science Network	My mhealth – a company which provides digital therapeutic platforms to support the management of long-term health has been awarded a share of £2.7 million in funding from SBRI Healthcare to support people with respiratory diseases. *Source: The AHSN Network*

DIVERSIFICATION
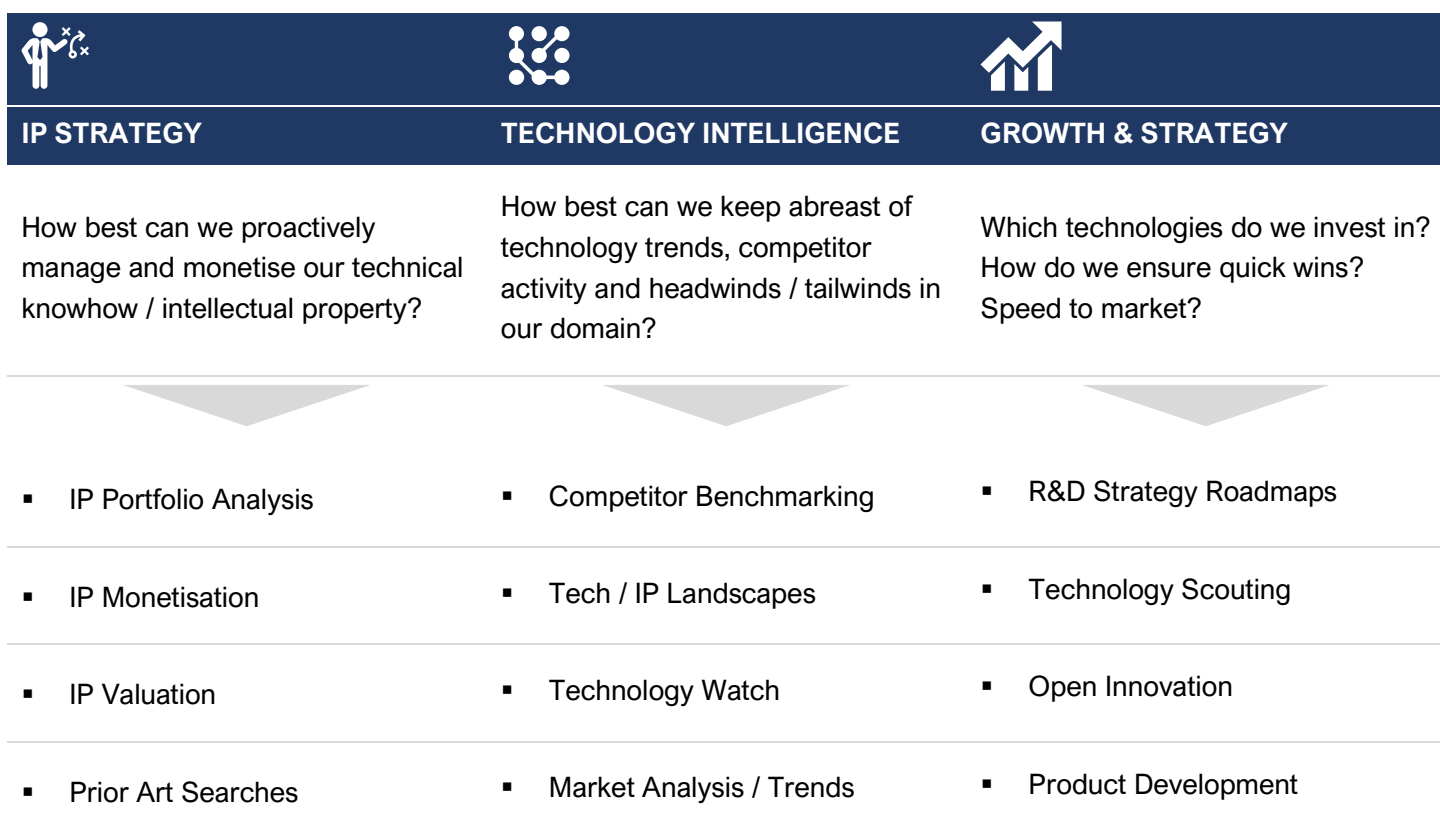
Company collaboration	amwell dario	Amwell is working with DarioHealth to add a digital therapeutic solution-supported cardiometabolic program to treat chronic conditions like diabetes. *Source: Tech Target Blog*
Company collaboration	brightline EVERNORTH	Brightline and Evernorth Health Services have formed a partnership to support children and their families by expanding access to behavioral healthcare resources through personalized on-demand support via telehealth and tracking. *Source: Tech Target Blog*
VC Investments	ciba health	3CC led the funding round for Ciba Health, a global digital therapeutics company and cutting-edge technology platform, at an undisclosed amount to guide the company through its expansion of care delivery & upcoming mobile app launch. *Source: BusinessWire*
VC Investments	ZURI HEALTH	Zuri Health, a Kenyan telemedicine startup providing affordable healthcare through mobile apps, websites, WhatsApp chatbots, and SMS services, secures funding from Moroccan VC UM6P Ventures. *Source: Tech Gist Africa*
VC Investments	UNITED WE CARE	United We Care secures $1.5 Mn seed funding. Their app has features like Stella, which is the company's proprietary interface for users that speaks 29 languages and understand over 40 emotions. *Source: Healthcare Radius*
VC Investments	xploro	Xploro gets funding from 2 hospital VC arms. The startup offers a mobile app that aims to relieve children's stress and anxiety related to hospitalization via games, augmented reality and artificial intelligence. *Source: Becker's Health IT*
Mergers & acquisitions	Engage APX PLATFORM	Engage Technologies Merges with APX Platform to build a stronger brand by helping remove patient barriers to knowledge, optimizing provider/patient communication, and improve healthcare practice management. *Source: PR NewsWire*
Mergers & acquisitions	one medical amazon	Amazon closed its $3.9 billion acquisition of virtual and in-person primary care organization One Medical. The deal will bring around 200 in-person locations and proprietary telehealth technology into Amazon's healthcare business. *Source: Tech Target*

DRIVERS

Government policies	Die Bundesregierung	The German Government released a detailed strategy based on the Digital Act, highlighting various deadlines and key goals, pertaining to electronic patient record, e-prescription, assisted telemedicine, and other digital programs. *Source: ICT & Health*
Government policies	Office for Civil Rights	The Office for Civil Rights (OCR) announced an updated Mobile Health App Interactive Tool designed to assist app developers with understanding the federal laws and regulations applicable to health-related mobile apps. *Source: Barkley Damon Blog*
Government policies		DEA Announced proposed rules for permanent telemedicine flexibilities. The Agency extended many telemedicine flexibilities adopted during the COVID-19 PHE with appropriate safeguards. *Source: Drug Enforcement Administration*
Influencers	BT	Kevin Lee, Chief Digital Officer for Consumers at BT Group, highlights the need for manufacturers to balance guiding users towards specific apps and services while allowing them the freedom to create their own personalized mobile experience. *Source: Forbes Blog*

SOLUTION PORTFOLIO – TECHNOLOGY RESEARCH & ADVISORY

IP STRATEGY	TECHNOLOGY INTELLIGENCE	GROWTH & STRATEGY
How best can we proactively manage and monetise our technical knowhow / intellectual property?	How best can we keep abreast of technology trends, competitor activity and headwinds / tailwinds in our domain?	Which technologies do we invest in? How do we ensure quick wins? Speed to market?
▪ IP Portfolio Analysis	▪ Competitor Benchmarking	▪ R&D Strategy Roadmaps
▪ IP Monetisation	▪ Tech / IP Landscapes	▪ Technology Scouting
▪ IP Valuation	▪ Technology Watch	▪ Open Innovation
▪ Prior Art Searches	▪ Market Analysis / Trends	▪ Product Development

GROWTH ADVISORY

INVESTMENT RESEARCH & ANALYTICS

VALUATION & FINANCIAL ADVISORY

TECHNOLOGY RESEARCH & ADVISORY

PROCUREMENT & SUPPLY CHAIN INTELLIGENCE