

GLOBAL DIGITAL HEALTH MARKET SPOTLIGHT – US, UK, and Asia

After reading this factsheet you should:

- Understand the EU Digital health market spotlight.
- Be familiar with the digital health market spotlight in the US, UK, and Asia.
- Have links to related resources.

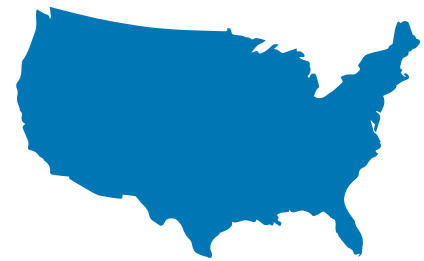
What is a market spotlight?

A targeted analysis that offers in-depth insights into a particular market or industry is referred to as a "market spotlight." It tries to identify significant trends, opportunities, challenges, and industry sector leaders.

Why is there a global digital health market spotlight?

Digital technology can potentially offer solutions as countries around the world struggle to create and deliver services that promote the health and wellbeing of their communities.

The [Global Digital Health Partnership](#) (GDHP) is a group of national governments, territory governments, and international organisations established to assist in the efficient implementation of digital health services globally. It's [members](#) include the US, UK, and several parts of Asia. The US, UK and Asia are regarded as major forces in driving digital health innovation and adoption.



Digital health market spotlight United States

The United States is featured prominently in the global digital health market spotlight due to the industry's immense growth, trends, and other critical elements driving digital health:

- **Market size and growth:** One of the biggest and most developed digital health markets in the world with the aim for technological improvements further propelling market expansion.
- **Telehealth and remote care:** [The Telehealth Initiative](#) is the coordinated efforts and initiatives designed to advance and broaden telehealth services throughout the US.
- **Health wearables and remote monitoring:** RPM (remote patient monitoring) solutions are expanding, improving the management of chronic illnesses and post-acute care.
- **Electronic Health Records and Interoperability:** Through programmes like the [Meaningful Use Programme](#), the US has been encouraging the use of electronic health records.
- **Startups and Investment:** Significant amounts of venture capital has been invested in digital health companies. The most prominent US investors in digital health can be seen [here](#).
- **Regulatory Environment:** Digital health is subject to complicated regulatory framework in the US, comprising organisations including the [Food and Drug Administration](#) (FDA), Federal Trade Commission (FTC), and [Office of the National Coordinator for Health IT](#) (ONC).



Digital health market spotlight United Kingdom

The UK National Health Service (NHS) examines major developments, trends, and elements influencing the digital health sector. The [NHS Long Term Plan](#) outlines the healthcare ambitions in the coming year with an emphasis on how crucial technology will be in the future. Some advancements in NHS digital health include:

- **NHS Digital Transformation:** NHS has launched several digital health initiatives including digital therapies, telehealth services, mobile health apps, and electronic health records.
- **NHS App and Digital Service:** Through the [NHS app](#), patients may schedule appointments, get prescriptions, view their medical information, and get healthcare advice. The NHS also provides online tools for symptom assessment and triage, like [NHS 111 Online](#).
- **Collaborations and Innovation:** [The Health Innovation Network \(HINs\)](#) and the [NHS Digital Academy](#) are crucial in promoting cooperation and assisting digital health efforts.
- **Regulatory Framework:** The UK has an attractive regulatory environment with initiatives such as NHS Digital and supports such as [The Information Government Toolkit](#).
- **Interoperability and Data Sharing:** Data sharing between various healthcare providers is encouraged by programmes like the [Local Health and Care Records Exemplars \(LHCRES\)](#).
- **Startups and Investment:** Significant investment is attracted to the UK, encouraging entrepreneurship and technical growth.
- **Digital Health Infrastructure:** The UK has a strong infrastructure for digital health, and it encourages the integration of these technologies throughout the healthcare system.



Digital health market spotlight Asia

The worldwide digital health market spotlight on Asia offers insights into the developments, trends, and dedication to enhancing healthcare through digital innovation. Some important elements shaping the region's digital health market are as follows:

- **Diverse and Rapidly Growing Market:** A large population, rising healthcare costs, increased smartphone adoption, and a developing middle class contribute to the market's growth.
- **Telemedicine and Mobile Health Apps:** Are being widely adopted to deliver [affordable](#), accessible healthcare services and ultimately Universal Healthcare Coverage. [Asia-Pacific Economic Cooperation](#) works with member economies to evaluate the prospects and demands for telemedicine.
- **Artificial Intelligence (AI):** R & D in AI for healthcare applications is being funded by governments and businesses. Read "Where Asia Is Taking The World With AI" [here](#).
- **Health Wearables and Internet of Things (IoT):** are rising in popularity as they enable people to manage their own health and connect with healthcare professionals.
- **Government Initiatives and Investment:** China has created the "Healthy China" project to encourage the adoption of digital health technologies. The [National Digital Health Mission](#) of India seeks to establish a digital health ecosystem for easy exchange of health data.
- **Data Privacy and Security:** Data protection regulations have been introduced by governments and regulatory bodies to preserve patient privacy in digital health solutions. Read more about data protection in China, Japan and Singapore healthcare [here](#).