

# 5 HEALTHCARE INDUSTRY TRENDS TO EXPECT IN

# 2019

# TABLE OF CONTENTS

## **ABOUT US**

Learn more about Infiniti Research and our core services for various industries.

03

04

## **INTRODUCTION**

An introduction into healthcare market trends

## **FIVE HEALTHCARE INDUSTRY TRENDS**

Top healthcare industry trends to watch out for in 2019

05

08

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# ABOUT US

Infiniti Research is a leading provider of actionable market intelligence and advisory solutions that help global organizations in entering, competing, and capturing maximum market potential. Our experienced market researchers follow highly tailored and proven methodologies to support clients with succinct answers for business decisions in areas including Market Opportunity Assessment, Emerging Market Planning, Benchmarking, Value-Channel Analysis and Customer Segmentation. With a team of 500 researchers spread across four continents, we can understand diversity in local behavior and business environment, overcome language complexities, proactively identify complex multi-level regulatory issues, and obtain high-quality information on private companies. By using Infiniti as your research partner, you can supplement and augment your internal resources on a flexible basis, increase the productivity of your team, and simultaneously cut costs.

Our researchers have extensive experience in deep dive custom research and consulting assignments for over 100 Fortune 500 companies and numerous small and medium-sized companies across several industry verticals.



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# Healthcare Industry Trends to Expect in 2019

For any investor or stakeholder in the healthcare industry, it is critical to anticipate and identify industry innovations. However, it isn't enough to merely study emerging technology, it is also important to study the underlying challenges that these technological innovations aim to solve in the healthcare industry.

Although the healthcare industry has been slow in adopting a customer-centric approach to prescription and care delivery, with improved technology and innovation the sector is making strides with meaningful changes that improve patient care delivery and outcomes. Healthcare industry experts at Infiniti Research reveals some of the top trends that are expected make it big in the healthcare space this year.

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**The expenditure in healthcare is expected to reach close to \$4 trillion in 2019.**

## Precision medicine

When it comes to the treatment of complex, healthcare companies are gradually shifting their focus from patient engagement to patient centrality. A patient-centric approach is concerned with creating a fundamentally new value proposition for individual patients. This will prove to be highly beneficial in enhancing the therapeutic success rates, treatment adherence, and patient compliance. Previously, standard medical care was provided to similar clinical symptoms. However, precision medicine is designed to rationalize various medical attributes of patients including genetic make-up, prior treatment history, behavioral preference, and environmental conditions, consequently developing a customer-centric treatment for complex diseases.



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## Digital health tech

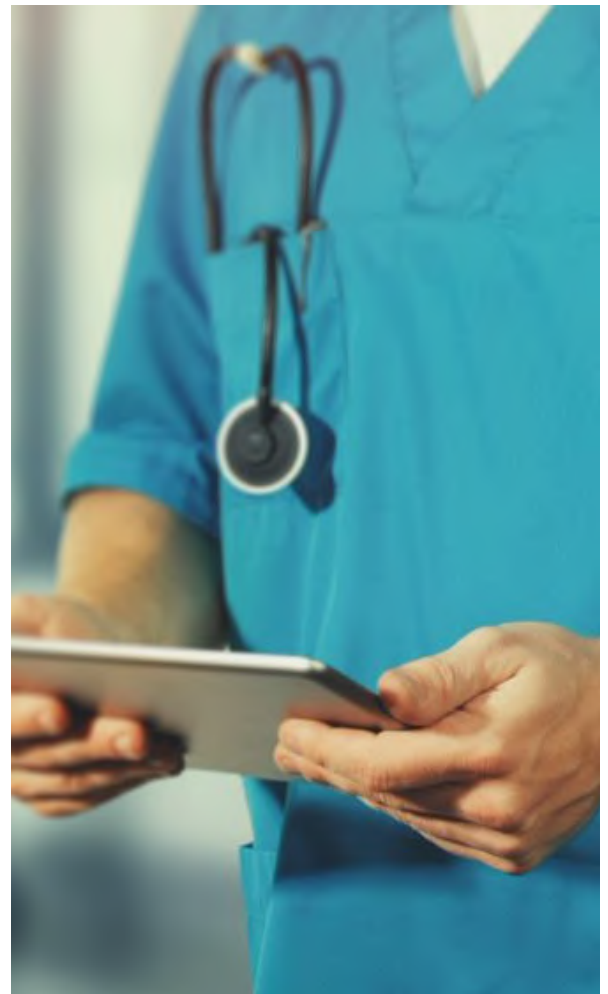
In 2019, digital health tech is expected to go beyond the traditional system and play a pivotal role in empowering patients to manage their own health. Experts at Infiniti Research estimate that the digital health tech catering will grow over 25% in 2019. Increasing cost burden from chronic health conditions and aging population will be the primary driver for digital health solution such as RPM devices, telehealth platforms, PERS, and mHealth applications.

## Healthcare cybersecurity

Healthcare organizations still lag far behind the cybersecurity standards that have been set in other industries including finance and retail industries. Healthcare security breaches in 2018 is observed to have increased every quarter with over 4 million medical records exposed in Q3 alone. Although several organizations have a committed healthcare IT department, cyber criminals are also demonstrating more sophisticated approaches that the industry will surely struggle to keep up with. Expect healthcare organizations to take big steps in 2019 to finally close the gap between healthcare cybersecurity standards and the standards of other industries.

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## Omni-channel approach in pharma

The current pharmaceutical model is neither economically sustainable nor operationally capable to sustain in the evolving marketplace and meet the rising market demand. The incapacity to deliver solutions in terms of both quality and quantity in the face of rising global disease burden calls for an immediate change in the pharmaceutical operations. The omnichannel approaches aim to provide top-class customer experience and promote maximum customer interaction. This will require key leaders to take smart risks and the will to experiment with business strategies.

## Machine learning and artificial intelligence

The prominence of advanced technologies like machine learning and artificial intelligence are growing in the healthcare industry. The deals and equity funding for these technologies in the healthcare sector have skyrocketed to a historic high last year. There are several promising new healthcare AI projects currently being launched and there will undoubtedly be many more throughout 2019.

## CASE STUDY

### **Infiniti's market access strategy unlocked new growth opportunities for a healthcare client**

**The client:** A leading US healthcare sector company headquartered in San Francisco. The company generates annual revenue of over USD 35 billion.

**Challenge:** The company was facing challenges while analyzing the cost of entering a new market.

**Solution:** Implementing a market access strategy engagement helped the healthcare sector client to identify capital demands and potential growth areas.

**Read the full engagement here**





## CONTACT US

We are here to provide you with more information, answer your queries, and offer effective solutions for your business needs.

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