

Signify Research Show Report from HIMSS 2019

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Signify Research's key takeaways from the world leading event which brings together 40,000+ health IT professionals, clinicians, executives and vendors from around the world.

Topics covered:

Page 2 - Addressing Physician Burnout - AI, Context-aware and NLP Innovation

Page 3 - PHM Vendors Pivoting Towards New Revenue Streams

Page 5 - HIMSS 2019: Enterprise Imaging Gears Up For Next Stage of Maturity

Page 7 - HIMSS Agrees - 2019 Will Be a Big Year for Telehealth



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Signify Research Show Report HIMSS 2019



Addressing Physician Burnout - AI, Context-aware and NLP Innovation

Written by Alex Green, Principal Analyst

Prior to the HIMSS 2019 conference Signify Research published its predictions for the key themes that would reign in Orlando. We focused on four areas

- Developments in data sharing and interoperability - particularly in supporting risk stratification and the move toward personalised medicine.
- Business diversification (both product and vertical market) amongst EHR vendors as their attempt to maintain historic growth rates
- The increasing importance of telehealth at HIMSS, particularly considering recent changes to reimbursement policy within the US.
- And finally, how EHR vendors will address physician burn-out.

We have a separate article that reviews the first and second point together and a further insight presenting some of our key telehealth related takeaways from the show. Here we focus on physician burnout, a significant theme at the show, particularly in relation to EHR product developments.

AI to Support EHR Workflow Innovation

Poor UI, long-winded data entry procedures, workflow tools that don't speed up processes but slow them down, IT that gets in the way of the clinician-patient relationship instead of supporting it, have all contributed to much of the EHR investment seen across the US over recent years being viewed by clinicians with resentment.

Without doubt addressing these issues was a key theme of the show, with most EHR vendors announcing product developments specifically aimed at improving this.

A tour of the Cerner booth illustrated several solutions aimed at physician burnout. It announced at the show the launch of "Chart Assist", an AI-enabled workflow tool that uses NLP to effectively "listen" to a clinician-patient discussion and input data into the EHR in real time. The AI is not limited to supporting the voice input, but also supports adapting the EHR workflow, analysing and capturing missing data from the EHR and review and validation of the patient diagnosis.



Cerner is a partner of voice recognition and NLP solution provider Nuance, which itself also announced its new AI-powered solution at HIMSS aimed at addressing physician burnout. Its Ambient Clinical Intelligence solution, or ACI, builds on the Dragon Medical One cloud platform used already to support several hundred thousand clinicians with "hands-free clinical documentation". ACI builds on Dragon by adding assisted workflows, ambient sensing hardware, and task and knowledge automation.

Although launched in 2018, Paul Black, Allscripts' CEO, continued to push the company's AI-based EHR product Avenel prior to the show. Unlike Cerner's and Nuance's solutions, the focus is less on voice input with Avenel, focusing more on using AI to customise information and provide decision support at the point of care by prepopulating information based on clinical treatment patterns and suggesting areas for efficiency gains for the individual user, organisation and location.

M-Health and Usability

The use of voice technology and AI for EHR data entry certainly grabs the headlines, but often more subtle developments can be just as important. NextGen Health chose HIMSS to push its mobile EHR platform aimed at supporting physicians in updating EHR using mobile devices, claiming it saved individual physicians more than 12 hours a month compared to those using only its desktop solution.

NextGen also announced it was collaborating with Availity, one of the US's largest real-time health information networks, to offer clients NextGen® Pre-Service Solutions. The solution supports real-time access to insurance benefit verification, cost estimation, patient financial scripting, address verification and payment options, with NextGen positioning this as a step toward improving efficiency in workflows.

Signify Research Show Report HIMSS 2019

Although eClinicalWorks launched its health information search engine, eCW, in late 2018 and the eClinicalWorks virtual scribe, and Eva, an embedded virtual assistant at HIMSS18, CEO Girish Navini was still emphasising “the epidemic of physician burnout continuing to threaten the quality of healthcare” during this year’s show. eClinicalWorks was showcasing several solutions on its stand aimed at demonstrating tools that will help providers save time by “eliminating clicks” and “increasingly efficiency and accuracy at the point of care”.

Context aware EHR was also demonstrated by Cerner. Here tags worn by physicians were being used to allow the EHR to respond to the location of the physician in terms of the data that was presented on the screen. For example, as the physician moves around a ward, the EHR would automatically adjust which patient information was being shown depending on the location of the physician, i.e. it would show a patient’s record depending on which bed was being attended.

The Showstopper

Without doubt the use of technology, such as AI, location-based solutions, and NLP are viewed by EHR vendors as an area to differentiate and improve the provider experience and we expect to continue to see an increasing focus on this area in terms of innovation.

However, as we mentioned in our original pre-HIMSS insight, some of the lower profile themes will be perhaps more influential short term. E.g. increased usability testing and design, vendor support for training and best practice, task-based design structures, reduced complexity, common style guides across product portfolios, better research and collaboration with clinicians during the product development phase, etc.

EHR vendors also need to be aware that if they don’t address this issue for their customers themselves, others may well step in to do it for them. Vendors such as TransformativeMed offer specialised clinical workflow tools, such as their CORE Value Suite, that sit on top of the EHR and support improving workflows. The company also uses machine learning and offers mobile solutions as part of its portfolio, adding voice input in the near future. During HIMSS it announced University of Tennessee Medical Center as a new customer, adding to a list that includes Baptist Health, Tenet, Catholic Health Initiatives and Dignity Health.

With many factors contributing to physician burn-out, no single solution is going to solve the wider issue. AI driven

workflows, NLP enabling better voice interaction with the EHR, mobile EHR and context aware EHR will certainly allow for improvements in what are, in many cases, outdated, often poorly designed UI. But, doing the basics well can still provide some quick wins and much needed relief for physicians using these systems.

About the Author

Alex has 21 years’ experience in tech market intelligence. He leads on Signify Research’s Digital Health offerings focusing on population health management, EHR/EMR and telehealth. Prior to joining Signify he served as a Senior Research Director at IHS and as a Business Analyst/IT Project Manager in a joint NHS/Government role.



PHM Vendors Pivoting Towards New Revenue Streams

Written by Michael Liberty, Senior Market Analyst

While at last year’s HIMSS the focus of many PHM vendors was firmly rooted in saying ‘the Social Determinants of Health’ as many times in one meeting as possible; this year there was an unexpected muted response around buzzwords such as AI or blockchain.

Unsurprisingly, 2018 had not been a breakthrough year for many, with the CMS Pathways to Success programme continuing to cause uncertainty around the ACO push towards VBC. This has caused some vendors to look at their existing portfolio to assess how it could be better used serving new markets.

Better Late Than Never

Meditech announced at HIMSS the release of its Expanse Population Health solution. Meditech already had several elements of PHM functionality on offer but had not brought them together into a complete PHM platform. It will leverage its partnership with Arcadia to gain expertise within the data aggregation and risk stratification modules market, while also centralising and standardising its workflows and toolkits within the new platform.

Meditech has one of the largest hospital installed bases in the US (estimated to have exceeded Allscripts prior to its McKesson EIS buy). But selling its pure-play EHR solution

Signify Research Show Report HIMSS 2019

has limited its ability to upsell and leverage new business from that customer base. To put it into perspective Meditech's 2018 revenue was just below \$500M, while Allscripts has guidance to reach >\$2B. While its entry into the market is late, there will be potential for Meditech to leverage its existing installed base and grow within this market.

A Shift in Focus

NTT Data's partnership with Enli has resulted in a new financial/ outcomes focused solution – Contract Intelligence - taking Enli in a slightly different direction with an increased focus on the financial improvements that care coordination can bring. Enli also announced its release on the athenahealth marketplace, building on its existing success from providing its CareManager solution to Virence Health and via the Epic App Orchard.

Meanwhile Lightbeam announced the release of its PHM Platform Version 3.0, with a range of updates focused on workflow back-end improvements to help monitor Medicare Advantage measures and reimbursement performance metrics.



Going Beyond the Provider Market

Allscripts was pushing the Veradigm brand, its new payer and life sciences division, announced last year, as it looks to target new verticals. It took it one step further at HIMSS with Veradigm, entering an agreement with NextGen to improve data sharing across common health plans and labs.

Cerner announced in 2018 its push into the payer market through a partnership with Lumeris. In its investor outreach during HIMSS and associated new investor deck it showed it already has plans to extend further beyond the payer market. Despite the deck also including some bold statements (which Signify Research doesn't agree

with), like a forecast showing the PHM market will grow to \$45B by 2021, larger than its projected EHR market size, it outlined six key market segments to drive 'strategic growth'. These included:

- Managed Medicaid, where vendors such as ZeOmega and Optum already operate
- Long-Term and Post-Acute Care, where Hyland has been operating with its interoperability and data sharing functionality
- Behavioural health, where AdvancedMD and EzCareTech have had some success with their EHRs
- CareAware, Cerner's EHR-agnostic connectivity solution

We don't expect this strategy to be limited to just Cerner. Many pure-play PHM vendors had noted that the larger EHR firms had become more aggressive in trying to sell their complete suite of digital solutions, driving down average revenues per life managed. The provider market is becoming more of a battlefield, with many vendors losing patience with providers unwillingness leave the safety of a FFS model.

While announcements are a long-step from winning within these new verticals, a shift away from providers is a strategically sound move that offers vendors new revenue streams beyond their traditional verticals, where growth has been below expectation.

The Interoperability Hangover from HIMSS

Another area which also received significant attention during the conference presentations, but perhaps less so directly on the exhibition floor, was the HHS announcing its proposals for interoperability in a 724-page document the weekend before the conference kicked off. Vendors will no doubt have a better chance to digest the document in their post-HIMSS hangover; but the proposed changes do represent a push in the right direction for the interoperability headache in the US.

In some ways it still feels the US has been trying to run before it can walk with population health and the drive for a longitudinal care record. Many single-payer markets such as Poland are focusing solely on issues around interoperability before scaling integrated care pilots. The likes of France (with its DMP) and Germany (through its Telematics Infrastructure) are attempting to deliver a national framework where EHRs can send and receive clinical data based on a National Identifier before moving onto more lofty projects aimed at risk stratification. The US push for value-based care has driven the PHM

Signify Research Show Report HIMSS 2019

agenda, while interoperability outside of large provider networks continues to limit access to a complete patient record. The proposed changes will put more of an emphasis on EHR vendors driving these solutions and aims to stamp out information blocking, paving the way for a more patient-focused EHR system. As an unintended consequence, legacy EHR solutions in smaller practices or hospitals may now need to be replaced by solutions from vendors now complying with these rules.

About the Author

Michael has 5 years' experience as a Senior Market Analyst, working across multiple industries and specialising in developing forecasting models and database management. Michael joined the Signify Research digital health team in 2018 and currently leads our PHM coverage, as well as specialising in the EMR/EHR and RCM markets.



HIMSS 2019: Enterprise Imaging Gears Up For Next Stage of Maturity

Written by Steve Holloway, Principal Analyst

The HIMSS conference is viewed as a challenging proposition for vendors with an imaging IT focus, given the scale and breadth of healthcare IT solutions on show. It is also a difficult place to launch new products due to the barrage of press releases and media that accompanies the conference. It was no surprise then that big new product releases were relatively thin on the ground for imaging IT. This may be a consequence also of the proximity of HIMSS, sandwiched between the premier radiology conferences of RSNA and ECR. But it might also be an indication of something more important – a sign that finally providers and vendors alike have settled on enterprise imaging as the clear next step in market evolution. Here's our view as to why this is an important development.

Less talk, more action

The concept of enterprise imaging is not new. For some time, it has been emblazoned across vendor product marketing literature and conference booths. It has offered health providers the suggestion that consolidation of imaging across hospital networks is a simple task; too often though in reality enterprise imaging products to-date have fallen short. Many have been based on a legacy framework of multi-site PACS systems, an evolution of

multi-site PACS with additional features or partnerships with third parties to support remote viewing (universal viewers) or centralised archiving (usually a DICOM archive or VNA). Rarely has the promise of enterprise imaging lived up to its claims.

Arguably, not a lot has changed since we wrote about this in our RSNA 2018 round-up. Yet in the broader context of HIMSS, enterprise imaging seemed more assured than we have observed before. The audience of health IT professionals, administrators and hospital leadership perhaps better understand the problem that enterprise imaging is trying to solve. At more clinically focused shows such as RSNA and ECR, vendors must be ready to debate and discuss the most nuanced and complex clinical and diagnostic needs of users. At HIMSS, the broader focus of attendees is looking at the bigger picture. Many of these health provider leaders have already identified that in the wake of rapid EHR adoption, a myriad of clinical departments has been left by the wayside, creating a fragmented puzzle of legacy applications and software that is a costly and complex problem to deal with.

It is doubtful if any vendor on the show floor this year could solve these challenges with a single offering. Yet it was notable that in recent times many vendors have taken significant action in evolving their products and services to better address this need and have pinned their future strategy on enterprise imaging. Further, there was more evidence than before of real-world implementation of enterprise imaging. Many of these examples were some way from the depth and maturity promised by glossy marketing campaigns of the past, but it was heartening to observe that providers and vendors alike are taking the initial steps towards making enterprise imaging a tangible reality. Above all, it was evident that vendors and providers are now thinking outside of the radiology department in terms of the role that enterprise imaging can play – point of care ultrasound (POCUS), surgical, dermatology, pathology and genomics have all been identified as areas that should play a role in the near-term future of enterprise imaging. A handful of case studies even showed examples of providers using centralised clinical content management platforms across a number of these areas, supporting “multimedia” diagnostic reporting, a far cry from the old adage that enterprise imaging is just “radiology at scale”.

Breaking new ground

Also, very prominent was the focus on operational, workflow and performance tools from imaging IT vendors. Given most vendors come from a legacy of diagnostic

Signify Research Show Report HIMSS 2019

software, analytics and business intelligence are still relatively new concepts. However, given that medical imaging takes up a sizeable chunk of healthcare spending, it is perhaps surprising that it's taken so long for providers and vendors to focus on using IT to improve the efficiency and quality of imaging operations.



Most progress so far has centralised around a few key areas from an operational perspective. For example, staff audit and training, especially relating to dose awareness and compliance, are now increasingly integrated and expected; integration to financial and revenue cycle management has also become more prominent. Analytics and dashboarding from basic patient admission information, in order to find patterns or reasons for missed appointments and potentially missed revenue, was also a significant talking point. These are also being paired with smart scheduling for appointments and follow-ups to minimise downtime and reduce patient “no-shows”.

As with broader enterprise imaging, it is still early in terms of the adoption of these tools. Yet focus in this area signals an important point - that is not only EHR vendors that have a role to play in supporting hospital operations, especially in complex clinical departments like radiology. Given that EHR has long dominated the agenda of hospital executives, imaging IT vendors likely see operations and performance tools as an opportunity to prove their value and return on investment credentials and raise their standing.

Establishing a new role

The confluence of the two trends above, combined with the changing demands of the market, is also changing the role leading imaging IT vendors see themselves playing

in the future of healthcare IT. While many providers have only just begun (or have yet to start) their journey towards clinical data consolidation with enterprise imaging, it is becoming obvious that the demands of modern healthcare require a more expansive model for clinical content management. Thus, imaging IT vendors see this as an opportunity to provide the core clinical platform that can act as a central hub for integration of non-EHR clinical and diagnostic applications. In our research, we call these Agnostic Clinical Enterprise (ACE) platforms.

However, becoming established as the central ACE platform provider will only be part of the broader strategy for leading imaging IT vendors. ACE platforms will also change the paradigm of the vendor-provider relationship. Healthcare providers are today under pressure to improve care outcomes and manage spending better, while also simplifying supply chains. This will put more focus on long-term partnerships, resulting in fewer suppliers across a broader product range. Imaging IT vendors see this as an opportunity – especially considering clinical operational budgets far exceed clinical software budgets. If imaging IT vendors can forge a prominent role as a partner for operational support with a combination of software, analytics and professional services, they will be better positioned to tap into this far richer budget source. Those with medical device and imaging equipment businesses will also be able to leverage their position to ensure long-term deals under a managed service model.

The lack of glitzy new product releases and ongoing messaging around enterprise imaging at HIMSS could be viewed as stagnating market; we'd argue the opposite. In fact, the lack of change suggests that the market has settled on a concept that will, over time, benefit providers in tackling some of their complex clinical IT issues, while providing a new business opportunity for vendors. Therefore, enterprise imaging looks to be here to stay, and perhaps, might start to deliver on its initial promise.

About the Author

Steve has over 10 years experience in healthcare technology market intelligence, having served as Senior Analyst at InMedica (part of IMS Research) and Associate Director of IHS Inc.'s Healthcare Technology research practice. Steve's areas of market expertise include Healthcare IT and Medical Imaging.

Signify Research Show Report HIMSS 2019



HIMSS Agrees - 2019 Will be a Big Year for Telehealth

Written by Alex Green, Principal Analyst

Telehealth has been a key theme at HIMSS for several years now; that said, it has never quite lived up to its own hype and to some extent has been viewed as a “niche” area compared to some of its bigger brothers such as EHR and population health. The back-end of 2018 and start of 2019 saw developments that are likely to change this in the near future.

The Centers for Medicare & Medicaid Services (CMS) updated several of its guidance models and the 2019 physician fee schedule in relation to providers treating Medicare Advantage patients using telehealth. The result is that many of the reimbursement restrictions relating to geography, service type, virtual check-ins, remote pre-evaluations, telehealth in SNFs, provider-to-provider consultation, etc. will lessen significantly over the coming 12 months.

Reimbursement has been a huge limiting factor for telehealth market development in the US, and the impact of these changes was forefront at HIMSS as traditional telehealth leaders (e.g. American Well, Teladoc, Philips, GE Health, InTouch Health, Cisco, Resideo/Honeywell, etc.) push their advantage and those adjacent to the market (e.g. EMR, population health management and patient engagement vendors) react to ensure they're also positioned to capture share, either directly or via partnerships.

HIMSS seemed to capture much of this renewed enthusiasm and increased market expectation, with a plethora of new product announcements, platform upgrades, and enhancements. We've tried to capture the most interesting below.

Acute Innovation on Show

Several new product launches, at least one potentially significantly disruptive were made during the show in relation to telehealth in acute settings.

GE Health launched its new telehealth platform “Mural”. GE Health has to some extent remained on the periphery of the telehealth market to-date; however, Mural is a clear indication it sees telehealth as a significant opportunity going forward.

The solution is a new virtual care platform for use in acute settings such as (but as GE was quick to emphasise not limited to) ICU applications. GE's monitoring solutions are used extensively across hospital networks globally. This vast installed base of customers, alongside this new platform, positions it well to take advantage of the growing tele-ICU, tele-stroke and surgical/medical support telehealth markets, offering renewed competition to some of the established players in this market such as Philips and Avizia (now owned by American Well).



GE partnered with InTouch Health for the video element of Mural. InTouch itself was at the show demonstrating its progress integrating solutions from several of its 2018 acquisitions into the InTouch Virtual Care platform. InTouch has been on a journey over the last five years or so, pivoting its business model from a hardware-centric offering towards a platform-centric solution, whilst simultaneously expanding its breadth of coverage from a focus on high- to lower-acuity settings.

Its 2018 acquisitions of Reach Health and TruClinic certainly supported this and the company is gearing up to have much of the integration required to bring its expanded portfolio onto one platform in time for ATA in New Orleans in April. Partnerships such as those with GE will support the company's success in the telehealth market, but at the same time GE and InTouch may well end up competing head to head at times.

Another vendor that is not too dissimilar to InTouch is GlobalMed. Again, the company is in the process of transforming its core business model away from a hardware toward a more platform-centric offering, although it is perhaps behind InTouch and American Well-owned Avizia. That said, GlobalMed announced its virtual care platform, eNcounter, had been launched on the Microsoft Azure Marketplace at HIMSS and it also

Signify Research Show Report HIMSS 2019

launched its new pricing model, a flat fee per provider model starting at \$899 per month for access to the eNcounter platform and required hardware. Specifically, which hardware that includes is a little less clear, but the intention was a lower cost of entry when implementing telehealth for provider-to-provider encounters would expand the range of health networks that may use its solution. With the changes to reimbursement outlined earlier, a strategy of helping to reduce the traditional large capital expenditure required to implement telehealth is well-timed.

- **On-Demand/Direct Patient Access** is where telehealth is used to provide a patient direct access to a physician or other healthcare specialist via an app, web portal or other online service.
- **Ambulatory/Community Telehealth** is increasingly being used to provide clinics, rural hospitals and physician practices in-setting access to specialists without the patient having to travel long distances.
- **TeleICU, TeleER** command centres are used to centralise the monitoring of ER rooms and ICU wards across a range of hospitals within a provider network.
- **Surgical/Medical Support** using telehealth gives acute hospitals and other health facilities access to specialist consultants located elsewhere. For example, this could be to support emergency assessments or provide specialist support during surgical procedures.
- Telehealth during **Transportation** allows access to specialists while enroute to a hospital.
- The use of telehealth during **Care Transition** or within an **SNF** setting can be used to reduce hospital readmission.
- **Remote Patient Monitoring/Home Telehealth** continues to be one of the most mature telehealth markets, but increasingly is being integrated into PHM and EHR work

Remote Patient Monitoring

Philips has been a longstanding market leader in terms of remote patient monitoring (RPM) for telehealth. In 2016 it acquired US PHM vendor Wellcentive and then at the end of the 2017 it acquired Netherlands-based PHM vendor VitalHealth. At HIMSS it was able to demonstrate the result of its integration project to bring the three legacy platforms together into one integrated solution. Its demo

showcased how analytics/stratification elements from the legacy Wellcentive solution were being used to ID high-risk patients. This was supplemented with modules from the legacy VitalHealth offering that allowed the use of patient-focused questionnaires to add additional content to the patient data used for risk stratification. Finally, for those patients IDed as potentially benefitting from RPM, the platform used a combination of legacy VitalHealth and legacy Philips RPM modules to sign-up, register, train and monitor patients.

Philips wasn't the only RPM solution vendor showcasing a new platform at HIMSS, Resideo Technologies (formerly Honeywell Life Care) announced a "refresh" of the company's LifeStream telehealth platform for RPM with LifeStream 5.4. Additional features focused on some similar areas to that which Philips' VitalHealth acquisition brought into Philips' portfolio such as patient health surveys, videos to support patient engagement/education, "pain monitoring" and an updated UI that supports click and call video consultations. The company also demoed how its video consultation capabilities were being used to support patients either during RPM orientation at the start of a program, or at specific points during the monitoring process.

With the changes to reimbursement rules in relation to RPM announced earlier this year, the integrated solution offered by Philips positions it well to take advantage of the forecast acceleration in market growth. The additional features launched by Resideo add significant functionality to LifeStream while allowing it to position well for a more sophisticated patient engagement offering beyond just monitoring. Many PHM vendors are looking for partners to work with in relation to patient engagement and telehealth and key for them are features that allow RPM to go beyond its traditional feature set.

Consumer Telehealth Providers Expanding Remit

The US payer/employer driven consumer, on-demand telehealth market has for some time now been the domain of four service providers - American Well, Teladoc Health, MDLive and Doctor on Demand. However, 2018 and 2019 has seen several of these companies expand their remit toward the provider market and towards higher-acuity applications. American Well's acquisition of acute-care telehealth hardware and platform provider Avizia in May 2018 illustrated this well, as to some extent did Teladoc Health's acquisition of Best Doctors.

Signify Research Show Report HIMSS 2019

Announcements during HIMSS continued this trend. Teladoc Health announced it was expanding its virtual care capabilities for hospitals and health systems. It announced a new capability, Clinical Workscope, aimed at supporting health systems integrate Teladoc's SaaS-based platform into existing workflows and IT. It also announced new diagnostic testing capabilities would be added to the platform that support clinicians ordering diagnostic imaging and lab tests from either the health system's own facilities or recognised third parties (e.g. LabCorp and Quest Diagnostics).

American Well focused more on the traditional hardware market in terms of HIMSS announcements with the launch of its American Well 250 Cart, the first integrated telemedicine device it has brought to market since the Avizia acquisition, but again an illustration that its eye has move on somewhat from the consumer market, towards higher-acuity applications. This was illustrated well by Roy Schoenberg MD, CEO of American Well, who stated "focus is quickly shifting from the thrill of instant video connectivity to recognising the operational efficiencies that come from the redistribution of clinical skills across buildings, facilities and networks."

Telehealth is Calling

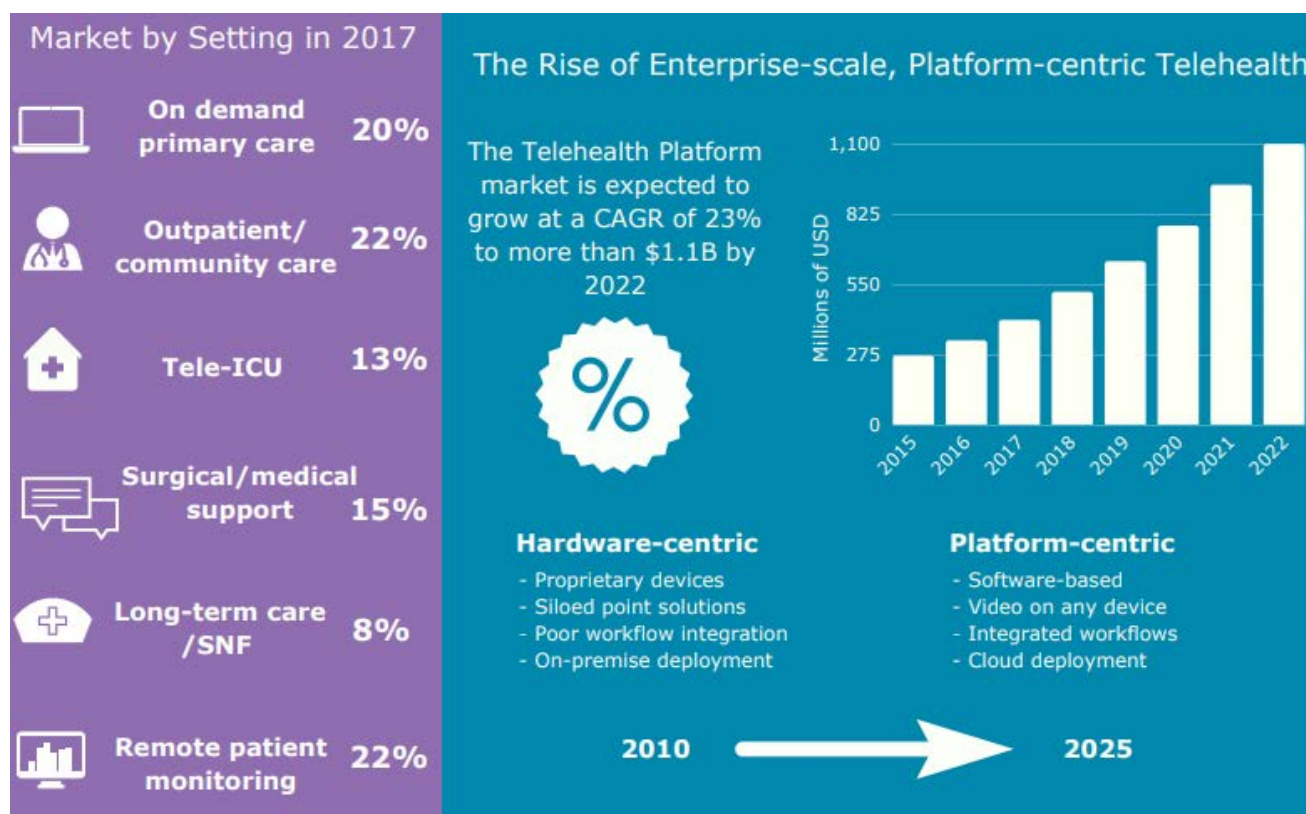
As a collection, the above announcements are broad in scope, and the key takeaways are perhaps a little unclear as vendors pivot to address new opportunities. Telehealth is certainly mainstream and mature; however, the market feels embryonic again to some extent, with the positive changes in legislation and changes to the 2019 CMS Physician Fee Schedule providing a significant boost across all settings. The large number and broad range of announcements at HIMSS certainly indicate vendors sense there is a renewed opportunity and the market will certainly be one to watch in 2019.

About the Author

Alex has 21 years' experience in tech market intelligence. He leads on Signify Research's Digital Health offerings focusing on population health management, EHR/EMR and telehealth. Prior to joining Signify he served as a Senior Research Director at IHS and as a Business Analyst/IT Project Manager in a joint NHS/Government role.

Telehealth Market Size and Forecast

Published in "Telehealth - Acute, Community and Home - World - 2018"



Signify Research Show Report HIMSS 2019

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Whether our research is delivered as an off-the-shelf report or as a consultancy project, our customers benefit from direct access to our Analyst team for an expert opinion when they need it. We encourage our clients to think of us as an extension to their in-house market intelligence team.

Our major coverage areas are Healthcare IT, Medical Imaging and Digital Health. In each of our coverage areas, we offer a full suite of products including Market Reports, Market Intelligence Services, as well as Custom Research and Consultancy services. Our clients include technology vendors, healthcare providers and payers, management consultants and investors.

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