



**Flanders**  
State of  
the Art

# Digital Health @ US

## An opportunity !

**John Baekelmans, TA**

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**Digital Health @ US**  
**An opportunity !**

# What is digital health (according to FDA)?

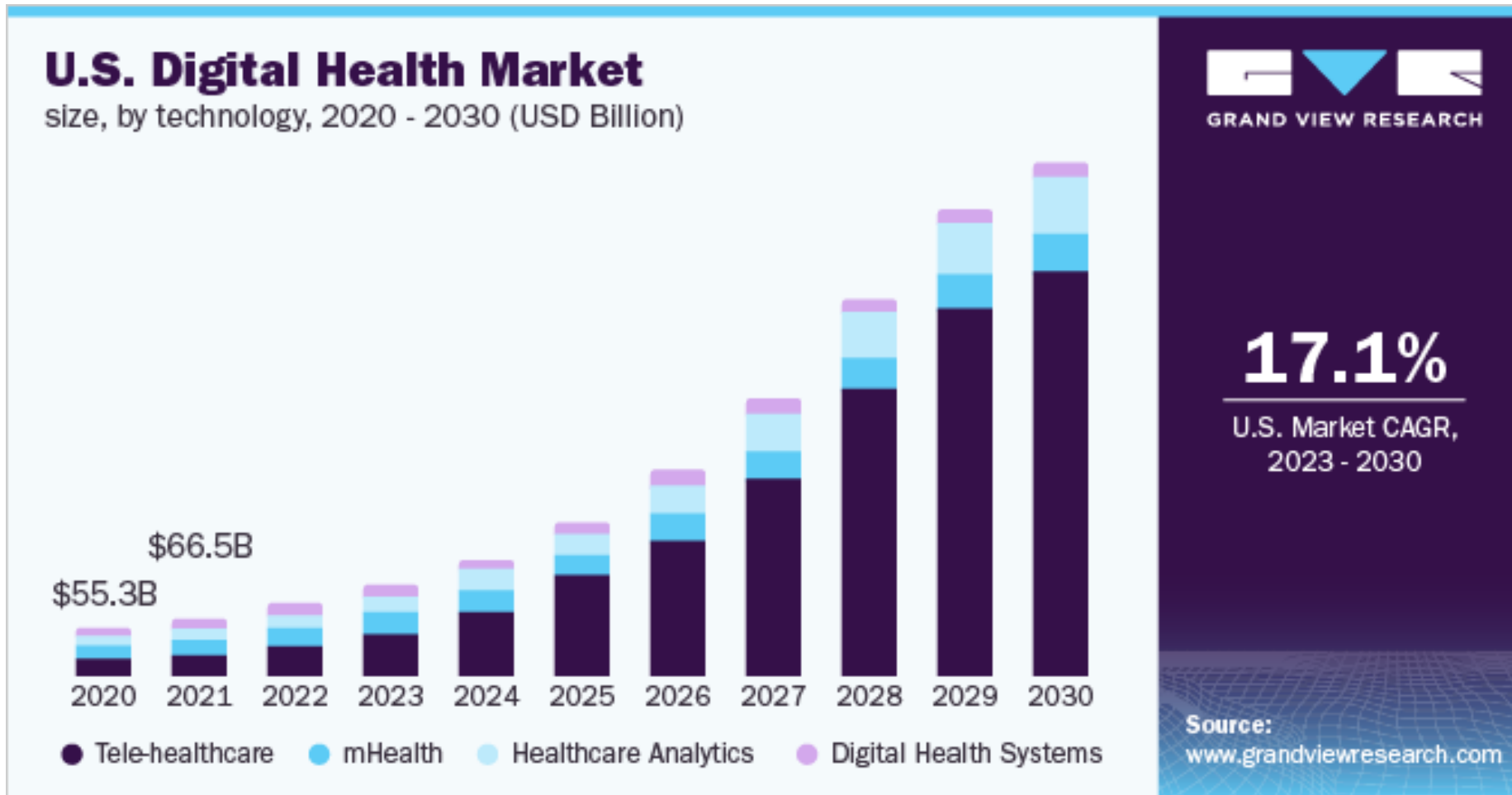
The broad scope of digital health includes categories such as **mobile health (mHealth), health information technology (IT), wearable devices, telehealth and telemedicine, and personalized medicine.**

From **mobile medical apps and software** that support the clinical decisions doctors make every day to **artificial intelligence and machine learning**, digital technology has been driving a revolution in health care. Digital health tools have the vast potential to improve our ability to accurately diagnose and treat disease and to enhance the delivery of health care for the individual.

Digital health technologies use **computing platforms, connectivity, software, and sensors** for health care and related uses. These technologies span a wide range of uses, from applications in general wellness to applications as a medical device. They include technologies intended for use as a medical product, in a medical product, as companion diagnostics, or as an adjunct to other medical products (devices, drugs, and biologics). They may also be used to develop or study medical products.

# The Market opportunity – Digital Health

## 259 Billion USD by 2030

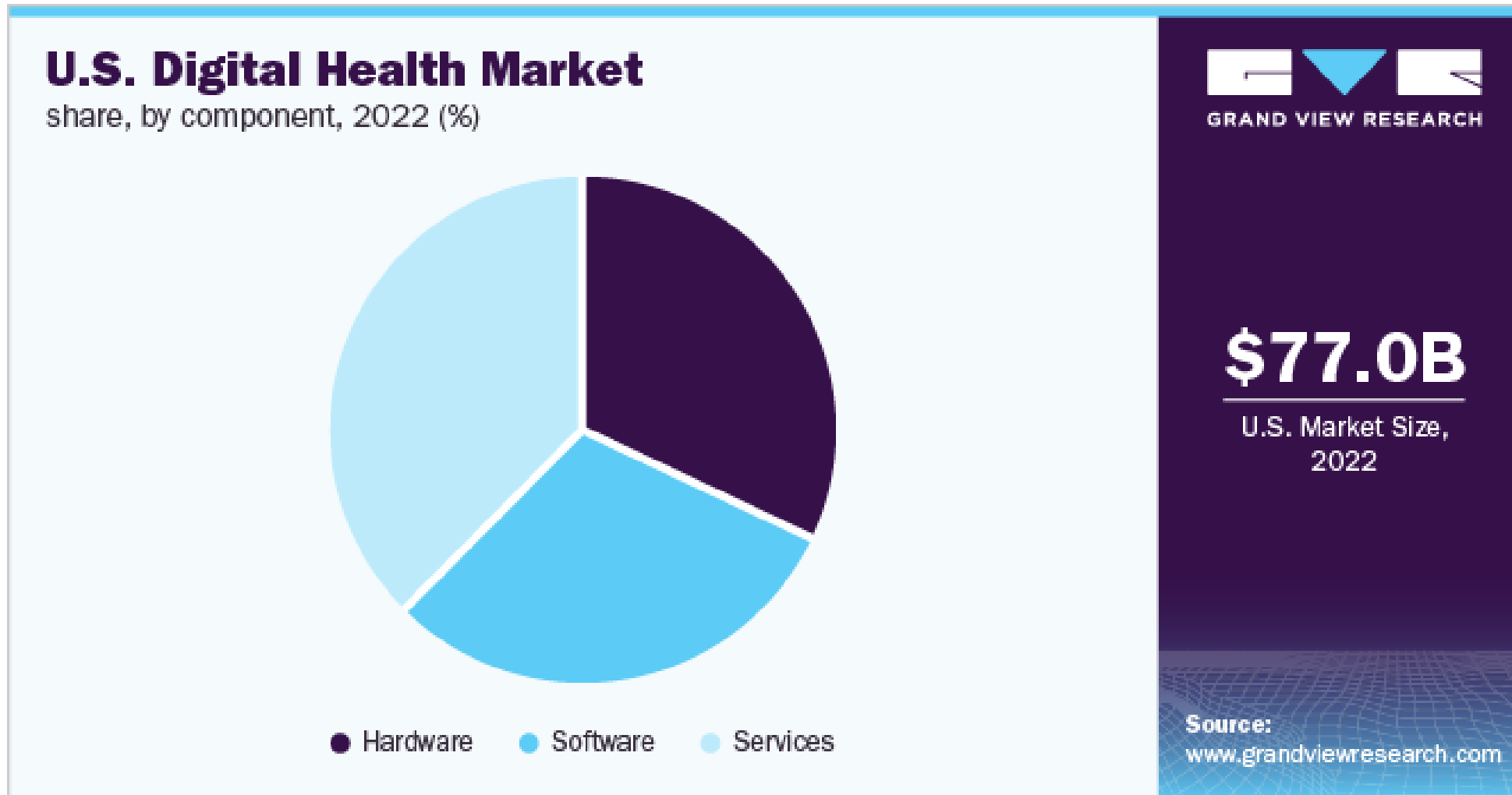


# Where is this hockeystick coming from?

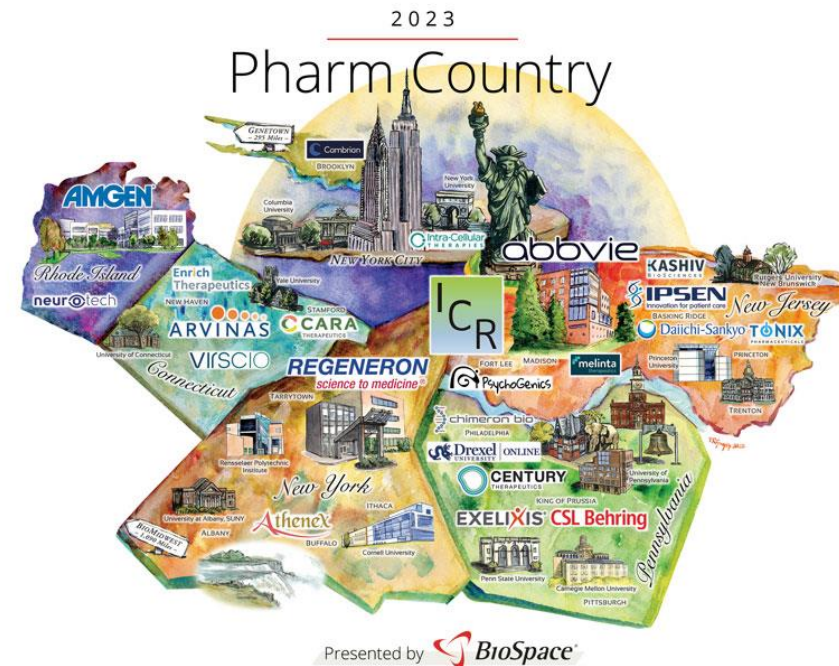
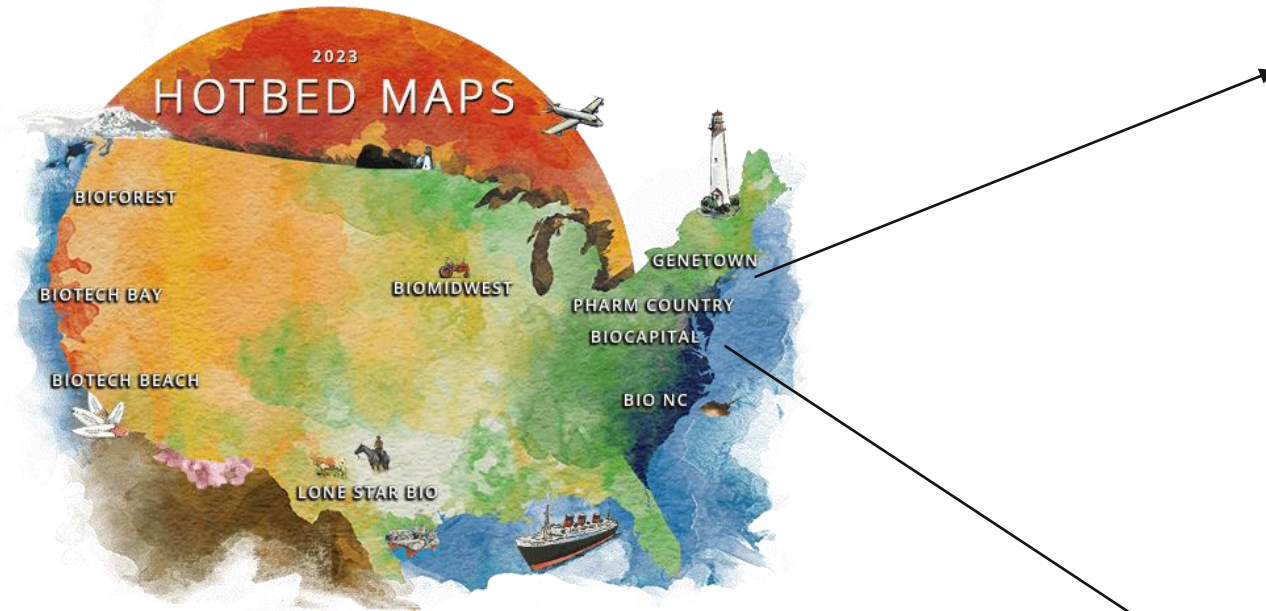


Pandemic Impact	Post COVID Outlook
<p>The market increased by 20.3% from 2020 to 2021</p>	<p>The market is estimated to witness a Y-o-Y growth of approximately 22.4% to 32.2% in the next 5 years</p>
<p>The increasing adoption of digital healthcare platforms by healthcare facilities, such as remote patient monitoring and telehealth, safeguard the patients and healthcare professionals from the risk of coronavirus infection by minimizing the need for in-person consultations</p>	<p>The increasing elderly population, growing chronic disorders, and rise in investments &amp; government initiatives for the digitalization of healthcare institutions are anticipated to accelerate the market growth post-pandemic</p>
<p>Increasing industry consolidation activities by the key players, such as acquisition, collaboration, and merger, also supported the market growth during the COVID-19 period. For instance, in October 2020, Teladoc Health completed the merger with Livongo USD 18.5 billion</p>	<p>The growing adoption of virtual healthcare platforms and increasing promotion by the government to improvise remote patient healthcare services are also expected to propel the market growth over the coming years. For instance, the U.S. FDA, in September 2020, launched a Digital Health Center of Excellence for the advancement of various digital health technologies, such as wearables, mHealth devices, and software</p>

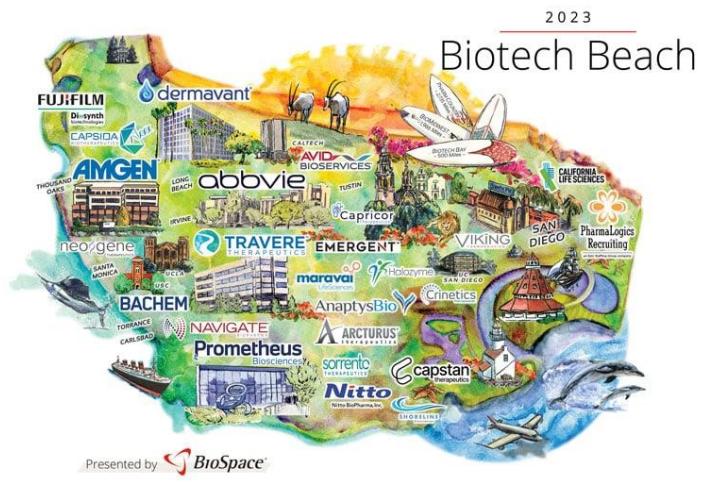
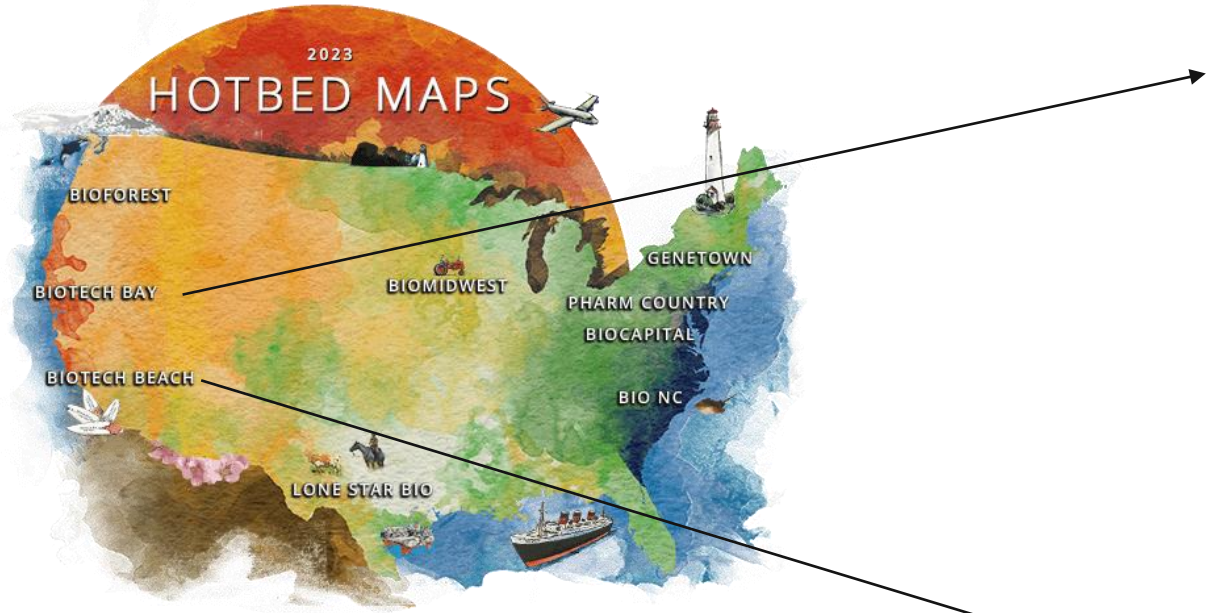
# The US Market mix – Digital Health



# Where are the clusters?



# Where are the clusters?





## John Baekelmans

Science & Technology Counselor / Health & Lifesciences  
Consulate General of Belgium  
Flanders Investment & Trade

Flanders House  
New York Times Building  
620 Eighth Avenue, 38th floor  
New York, NY 10018

E: [john.baekelmans@fitagency.com](mailto:john.baekelmans@fitagency.com)

