



# Connected Health IT Strategies

AN IDC HEALTH INSIGHTS RESEARCH ADVISORY SERVICE

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Connected health is an evolving market. Rapid advancements in information and telecommunications technologies are making connected health technology more accessible to a broad range of healthcare organizations and consumers in terms of cost, ease of use, and distribution. Meanwhile, healthcare reform, an aging population, and an increased focus on managing chronic conditions also add to the push for connected health technologies. Over the next four years, the healthcare industry will make significant investments in healthcare including EMR and HIE technology, which are key enablers to telemedicine. If effectively deployed, connected health services will enable the transformation of how healthcare is delivered today from traditional office-based and hospital settings to the consumer's home or anywhere via the consumer's device. This will be key to achieving the health reform objectives of reduced healthcare costs and improved patient outcomes.

## Approach

IDC Health Insights' *Connected Health IT Strategies* provides an in-depth coverage of the range of telemedicine services including videoconferencing, remote patient monitoring, virtual or online care on demand, aging in place, and teleradiology and enabling technologies such as health information exchange (HIE) and electronic health records. Providers, payers, technology vendors, and cable/telephone/wireless companies will gain market insights that will enable them to develop strategies to monetize telemedicine services.

## Topics Addressed

Throughout the year, this service will address the following topics:

- Telemedicine, videoconferencing, remote patient monitoring, evisits, and online care
- Vendor market evolution and vendor product assessment and comparisons
- Mobile health technology
- Aging in place
- Health information exchange (HIE) including enterprise, regional, and statewide health information organizations and nationwide health information network (NHIN) and other federal initiatives to promote HIE
- The medical home and accountable care organizations
- Physician and patient portals
- Personal health records
- Unified communications
- Health 2.0 strategies
- Business and IT implications of ARRA and healthcare reform on connected health

## Key Questions Answered

Our research addresses the following issues that are critical to your success:

- Who are the key players in the connected health market and what role do they play?
- What are the requirements and challenges of entering the connected health market?
- What has been the experience of my competitors to date?
- What is the size of the connected health opportunity?
- What will it take to turn this into a market looking for technology?

## Who Should Subscribe

The *Connected Health IT Strategies* Research Advisory Service is ideally suited to support the needs of payer and provider CIOs; chief medical officers/VPs/directors of connected health services at healthcare provider organizations such as hospital systems or integrated delivery networks. (i.e., buyers of connected health services); business development VPs/directors responsible for developing partnerships with suppliers of connected health services (e.g., devices and services); and executives/managers responsible for product development, sales and marketing, strategic planning, and mergers and acquisitions for technology vendors and cable/telephone/wireless companies.

## Return on Research Investment

### Core Benefits for Technology Buyers

- Insights into market trends and technology adoption rates
- Identification of major vendors, product strengths and weaknesses, and implementation strategies
- Early views into emerging technologies and their potential impact

### Core Benefits for Technology Solution Providers

- Analysis of industry-shaping events
- Competitive intelligence
- Insights into market sizing, product penetration, future growth, spending trends, and buying behaviors

## Standard Subscription Deliverables

IDC Health Insights values building client relationships and strives to foster a partnership with each client through continuous analyst interaction; concise delivery of current, timely, and relevant research; as well as custom research when needed. Each advisory service delivers strategic research covering business and technology issues. A summary of the basic service deliverables available to subscribers includes the following:

- Analyst inquiry time specific to the advisory service area
- 24 x 7 research access via [www.idc-hi.com](http://www.idc-hi.com)
- Discounted admission to specific IDC Health Insights or IDC conferences
- Complimentary forum invitations (Web conferences, industry briefings)

## Join Our Community

Our IDC Insights Community is designed to enable technology buyers to engage with our industry analysts, share knowledge and best practices, and connect with colleagues. To participate in our community, members create a profile to:

- Participate in our discussions in our blogs, forums, and polls
- Learn about and share best practices, tips, tricks, and tools related to business/technology alignment
- Network with colleagues and join groups within each industry
- Provide feedback to IDC's industry analysts and hear what we're up to

Visit us at: <http://idc-insights-community.com> and join our conversations.

## Related Offerings

Related offerings to our industry-specific research practices include IT Spending Guides — segmented regional and country-level analysis by solution area; Go-to-Market Services (GMS) — a modular set of deliverables to assist clients in extending their market reach, validating their market strategy, and producing more responsive customer-centric marketing campaigns; Global IT Advisor (GITA) — a flexible, cross-disciplinary research service providing granularity in market information and analysis across a wide range of technology areas; and IDC Advisory Tools — a growing set of solutions designed to ensure clients that technology purchasing and deployment decisions are optimized. In addition, IDC Health Insights experts are available for individualized consulting engagements to address specific challenges or to customize the results of our syndicated research offerings.

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FOR MORE INFORMATION, PLEASE VISIT [WWW.IDC-HI.COM](http://WWW.IDC-HI.COM) OR EMAIL [INFO@IDC-HI.COM](mailto:INFO@IDC-HI.COM).



IDC Health Insights provides health and life sciences industry executives, and the suppliers who serve them, with market research and advisory services. The company's coverage spans the entire health industry value chain and closely follows the payer, provider and life sciences markets with special emphasis on developing and employing strategies that leverage IT investments to maximize organizational performance. Staffed by expert analysts and consultants with extensive industry experience, IDC Health Insights delivers a portfolio of offerings that are relevant to both IT and business needs. IDC is the premier global provider of market intelligence, advisory

services, and events for the information technology market. IDC is a subsidiary of IDG, the world's leading technology, media, research, and events company.



## 2011 Research Agenda Connected Health IT Strategies

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Document Type	Document Title	Publish Date
Business Strategy	Defining the U.S. Landscape for Telemedicine	Oct-Dec 2010
Top 10 Predictions	U.S. Health Industry Connected Health 2011 Top 10 Predictions: The Evolving IT Landscape for Payers and Providers	Oct-Dec 2010
Perspective	The Impact of ARRA and Health Reform on Connected Health	Oct-Dec 2010
MarketScape	Vendor Assessment: MarketScape for HIE Technologies	Jan-Mar 2011
Best Practices	Best Practices: Consumer Attitudes Toward Connected Health	Jan-Mar 2011
Perspective	Update: When will PHR Platforms Gain Consumer Acceptance?	Jan-Mar 2011
Technology Selection	Technology Assessment: Virtual Care	Apr-Jun 2011
Best Practices	Best Practices: What Role will Payers Play in Connected Health	Apr-Jun 2011
Perspective	Update: Continua Celebrates Fifth Year Anniversary	Apr-Jun 2011
Best Practices	Best Practices: Can Demonstrable ROI be Achieved in Connected Health?	Jul-Sep 2011
Technology Selection	Technology Assessment: Mobile Unified Communications Takes UC to the Next Level	Jul-Sep 2011
Perspective	Effective eHealth Strategies to Engage Consumers	Jul-Sep 2011
Technology Selection	Technology Assessment: Aging in Place	Oct-Dec 2011
Top 10 Predictions	U.S. Health Industry Connected Health 2011 Top 10 Predictions: The Evolving IT Landscape for Payers and Providers	Oct-Dec 2011
Perspective	Lessons Learned from International Telemedicine Initiatives	Oct-Dec 2011

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For more information on this service and current research, [click here](#).