



Five Providers of Digital Patient Engagement Solutions Named IDC Innovators

FRAMINGHAM, Mass., June 25, 2018 – International Data Corporation ([IDC](#)) today published an IDC Innovators report focusing on five companies that are considered key emerging vendors in the digital patient engagement market. The five companies named as IDC Innovators are Clarify Health, Conversa Health, Get Real Health, mPulse Mobile, and Vivify Health.

Digital patient engagement solutions use digital technology – remote patient monitoring devices, tablets, and cell phones – to help patients conveniently navigate the healthcare system, comply with chronic care management guidelines, and remain safely at home even with complex conditions. Historically, efforts to communicate with patients have been inconvenient (i.e., patient portals, phone calls, faxes) and typically occur when it is expedient for the healthcare organization, not the patient. Patients are often left on their own to determine how to comply with new medication regimes or behavior change instructions to manage chronic illnesses. Digital patient engagement guides patients through their healthcare journey whether administrative or clinical in nature.

"The industry and, more importantly, patients have suffered under inconvenient access to healthcare; digital patient engagement is poised to change that by providing healthcare consumers access to both administrative and clinical support conveniently in a personalized and interactive dialogue when needed. IDC believes this will improve not only the patient experience but improve patient compliance to health management strategies and result in better health," said [Cynthia Burghard](#), research director, [IDC Health Insights](#).

Clarify Health offers a suite of applications to drive improved patient engagement, including an application that uses predictive analytics to identify and determine next best action for patients, a mobile application that guides the patient through a healthcare journey, and a care management application.

Conversa Health provides an interactive, dynamically updated communication platform between patients and their healthcare organizations for care management/navigation as well as marketing and patient experience.

Get Real Health offers EHR-agnostic longitudinal patient records and an interactive user interface that facilitates communication and collaboration between patients and providers using mobile devices.

mPulse Mobile uses interactive text messaging to engage patients across both operational and clinical domains, including appointment reminders, patient self-management of chronic conditions, and readmission avoidance.

Vivify Health offers a range of patient engagement solutions that cross the continuum of care, including remote patient monitoring kits for recently discharged/high-risk patients, a mobile application to assist in self-management for patients with rising clinical risk, and interactive voice response.

The report, *IDC Innovators: Digital Patient Engagement, 2018* (IDC #US43978818), profiles these five companies offering digital patient engagement solutions. While the market is cluttered with vendors that offer patient engagement solutions, IDC believes the vendors profiled in this document come closest to offering a broad array of functionality that in some cases spans both administrative and clinical interactions.

About IDC Innovators

IDC Innovators reports present a set of vendors – under \$100 million in revenue at time of selection – chosen by an IDC analyst within a specific market that offer an innovative new technology, a groundbreaking approach to an existing issue, and/or an interesting new business model. It is not an exhaustive evaluation of all companies in a segment or a comparative ranking of the companies. Vendors in the process of being acquired by a larger company may be included in the report provided the acquisition is not finalized at the time of publication of the report. Vendors funded by venture capital firms may also be included in the report even if the venture capital firm has a financial stake in the vendor's company. IDC INNOVATOR and IDC INNOVATORS are trademarks of International Data Group, Inc.

For more information about IDC Innovators research, please contact Karen Moser at kmoser@idc.com.

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,100 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly-owned subsidiary of International Data Group (**IDG**), the world's leading media, data and marketing services company that activates and engages the most influential technology buyers. To learn more about IDC, please visit www.idc.com. Follow IDC on Twitter at [@IDC](https://twitter.com/IDC) and [LinkedIn](https://www.linkedin.com/company/idc).

For more information contact:

Michael Shirer
press@idc.com
508-935-5200