

Navigating the US and UK Market: Connected Health Business Models in Context



Executive Summary

The aim of this report is to provide an exemplar of how different types of service/product providers operating within the Connected Health market can best access and maximise their business opportunity within the United Kingdom and the United States.

This report provides an integration of the findings from several ARCH reports: firstly our analysis of the market for Connected Health within the United Kingdom and the United States, secondly our analysis of business models within the Connected Health market, and thirdly our analysis of customer experience and key stakeholder opinion of Connected Health solutions.

The report outlines key barriers and opportunities for Connected Health with particular focus on four types of companies: (1) sub-systems providers, (2) boutique solutions businesses, (3) device providers and (4) end-to-end solutions providers. After describing the characteristics and behaviours of each of these four business model typologies, recommendations are made as to how these could potentially refine their value proposition, adapt their resources and competencies and best maximise their opportunity to grow revenues/business within different markets for Connected Health. Furthermore, the report gives advice on metrics and tools for building collaborative business models whilst alluding to the challenges of business model innovation and re-design (Figure 1).

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Research Theme

Change

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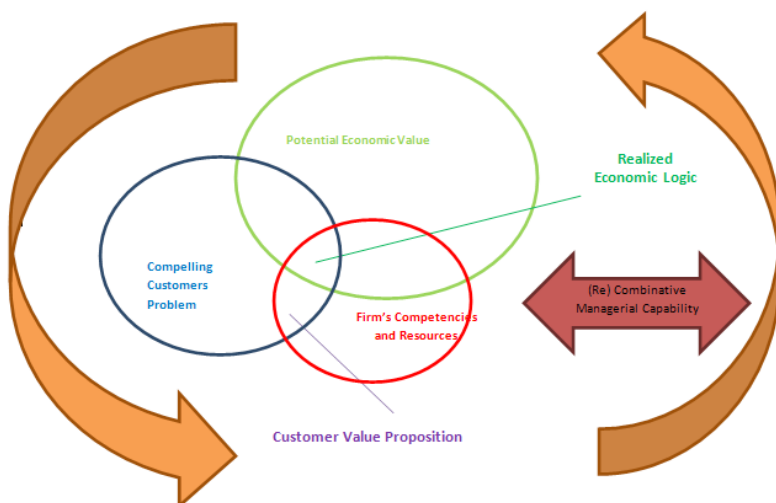
Report

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Figure 1. Business Models in Context.



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Companies with a commercial interest in these connected health opportunities or who are interested in collaborating with ARCH should contact Alica May, Project Co-ordinator on info@arch.ie or call 01 7165400.