



THE
RIGHT

STUFF:

PROPELLING DIGITAL HEALTH

By Denise Lee Yohn

It's a brave new world out there in digital health. The scramble for a piece of the business today is not unlike the space race of the 1950s and 60s. Incredible discoveries and unknown possibilities push the limits of our current technology and knowledge and everyone wants to beat out the rest.

What does it take to win? What separates the pudknockers, who launch with a splash but ultimately crash and burn, from the prime players who solve a huge problem with a sustainable solution?

Some would say you need to come from the healthcare industry in order to succeed in this new frontier; others argue it's better to be from the technology side. But you really need expertise in both health and technology—and I would suggest you need to be an excellent consumer brand builder as well. It's this combination of expertise—**health + technology + consumer**—that makes up the right stuff.

Having expertise in health and healthcare gives you the insider's advantage

The healthcare world is defined by an ecosystem of payers (insurance companies and employers) and providers (hospitals, doctors and pharmacists). Digital health solutions need to integrate into and influence the inner-workings of this ecosystem. And they usually need regulatory approval. A

healthcare background can help you navigate this world and give you the credibility you need to gain trust from stakeholders.

Experts in health and medicine also contribute an inside perspective on the biological and physiological problems that need to be solved. Unique insights in science often produce breakthroughs in solutions. The same is true in digital fitness and sports,

where professional athletes, trainers and instructors contribute the expert medical and technical knowledge needed to figure out how to improve performance.

But an inside advantage often comes with limitations. You know what you know; you don't know what's possible outside of the existing construct. Health and healthcare expertise alone is not enough.

Those who hail from the technology and CE worlds contribute the outside perspective

Free from the biases of the past and the binding ties of stakeholder interests, technologists bring innovative thinking to digital health. They're inspired to consider what's possible and invent new solutions.

Plus, creating leading-edge digital health solutions requires comfort with the rapid pace of developments in digital technology, proficiency at evaluating new options, and adaptability to integrate them, often continuously. Technology and CE experts understand the technology ecosystems of hardware, software and applications, and services, as well as the supply chain and distribution channels within each of these ecosystems.

So, health and technology expertise are a powerful combination. But if that's all you have—and sadly, that is indeed all that many in the digital health space have right now—you're missing a critical piece: the consumer.

Tapping into the lifestyles, values and needs of consumers is what makes a digital health solution viable. Without understanding how people make decisions about their health and fitness, you won't be able to get them to adopt your product—much less pay for it.

You need an outlook on the market

Consumer brand building expertise contributes insight on the target market (including influencers and gatekeepers) and the differentiated value your solution delivers to it. Consumer experts identify competitive positioning opportunities and map out the most effective sales and marketing strategies. They ensure an excellent end user experience from awareness to advocacy.

The insider advantage of health expertise, combined with the outsider perspective of technology expertise and the market outlook of consumer brand building expertise, is what digital health needs to succeed. It's unlikely that a single person embodies all of these characteristics, so the debate about where you come from should be replaced with the question of who's on your team.

Like Project Mercury, which was successfully fueled by an entire team at NASA, digital health requires a combination of experts and a bold mission. 🚀

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Digital Health and Fitness Technology at CES

The digital health and fitness footprint will expand by nearly 25 percent at the 2013 International CES. More than 215 exhibitors will showcase the next-generation of health and fitness devices and apps that offer access to a patient's medical history, biometric data and remote access to medical professionals. These technologies will be displayed at the FitnessTech and Digital Health Summit TechZones and conference tracks, plus Silvers Summit.

In the LVCC's Grand Lobby, first-time exhibitor HealthSpot will unveil its cutting-edge tele-health system for providing medical diagnostics to acute care patients. Over the next five years, wearable devices in sports and fitness will grow to 169.5 million devices. More than 27,000 net square feet of exhibit space will be dedicated to these technologies at CES.

The FitnessTech TechZone (LVCC South Hall 2) is focused on the newest innovations and tools for the sports enthusiast.

The FitnessTech Conference Track will explore advances like augmented reality devices, new exercise options, bionic parts and peak performance monitors.

The Digital Health Summit (LVCC South Hall 2) will showcase tele-health systems, robotic aids, electronic medical records, therapeutic and diagnostic medical devices and monitoring devices for the home. More than 800 health and technology executives will discuss the digital health landscape in the conference program.

The Silvers Summit TechZone (LVCC South Hall 2) will display the products and services that keep baby boomers engaged, entertained, connected and healthy. Also see solutions for diagnosing, monitoring and treating a variety of illnesses. Learn about games that reinforce healthy behaviors and sensors that let people take more responsibility for their own health. This event shows developers, manufacturers, distributors and service providers the opportunities, partnerships, business models, distribution channels and standards of the rapidly evolving industry of digital health technologies. Some of the factors driving growth in consumer and home-based healthcare technologies include:

More tech-savvy consumers: Billions of dollars will be spent by tech-enabled adults over the next several decades for solutions to help them manage their health.

Increased digital health infrastructure: Learn about affordable gene sequencing, the doctor in your pocket, real-time medicine monitoring and even smart bandages.

New in-home technology applications: Find out about tele-health systems, robotic aids, electronic medical records, therapeutic and diagnostic medical devices and monitoring products for the home.

Increased access to broadband: Penetration of reliable wireless and broadband services into the home, combined with low-cost consumer devices, is driving demand for home-based solutions.

Advanced data capture and analysis: Improved connectivity, monitoring and data capture help professional caregivers predict and manage the healthcare needs of patients at home.

