

# DIGITAL HEALTH M&A



## A SURVIVAL GUIDE WHEN THE WORLDS OF TECH AND HEALTH COLLIDE

15<sup>TH</sup> ANNUAL MERGERS AND ACQUISITIONS INSTITUTE  
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# WHAT IS DIGITAL HEALTH?

*It's more than you think...*

## PRODUCTS



- Health information technology
- Wearables
- Medical devices
- Diagnostic equipment
- Data

## SERVICES



- Machine learning (AI, crypto technology)
- Virtual/augmented reality
- Data analysis
- Predictive modeling
- Management of health care services
- Health care access

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# WHAT MAKES A DIGITAL HEALTH COMPANY?



### TECHNOLOGY

Application and adaptation of technologies, systems or innovations to health-related problems or needs.



### CUSTOMERS

Customers can be patients, doctors, insurance companies, provider groups, hospitals, clinics, or even health care related products saleable to companies as part of their enterprise or benefits platform for their employees.



### REGULATION

Generally, some type of regulation involved with respect to the products or services (compliance with HIPAA, FDA, CDC, other regulatory bodies), but not necessarily.

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"Digital Health M&A: A Survival Guide When the Worlds of Tech and Health Collide"