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MARC Insights
Digital Healthcare Investment Outlook: Global and U.S. Trends

November 2025

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Glossary (1/2)

Term	Description
AI (Artificial Intelligence)	Technology enabling computers to perform human-like tasks such as analyzing medical images.
CAGR (Compound Annual Growth Rate)	The average annual growth rate of a market over a specified period.
CDSS (Clinical Decision Support Systems)	An integrated framework technology that enables secure health information exchange.
Digital Health System	An integrated framework of technologies like EHRs and patient portals for secure health data exchange.
Digital Therapeutics (DTx)	FDA-approved software solutions used to manage chronic conditions like diabetes and depression.
EHR (Electronic Health Record)	Digital versions of patient health records that enable real-time data access and sharing.
EHDS (European Health Data Space)	A unified EU framework for electronic health data to improve interoperability and research.
eHDSI (eHealth Digital Service Infrastructure)	Enables cross-border health data exchange in the EU, including ePrescriptions.
EMR (Electronic Medical Record)	Digital records of patient health information, regulated in 16 South American countries.
EPCS (Electronic Prescribing for Controlled Substances)	A secure system for clinicians to electronically transmit prescriptions for controlled drugs.
GIDH (Global Initiative on Digital Health)	A WHO-led initiative to support country-led digital health transformation worldwide.
HIE (Health Information Exchange)	A technology framework that enables secure health information exchange.
ICT (Information and Communications Technology)	Technologies like AI, IoT, and telemedicine that are transforming healthcare delivery.

Glossary (2/2)

Term	Full Form / Description
IDATEN	A Japanese program that allows for continuous updates for AI-driven health software.
IMLC (Interstate Medical Licensure Compact)	An agreement among 40+ U.S. states to streamline medical licensing for telehealth.
IoT (Internet of Things)	A network of interconnected physical devices, such as wearables, that collect and share data.
mHealth (Mobile Health)	The use of mobile devices like smartphones and wearables for healthcare services and data gathering.
MyHealth@EU	The brand name for the eHDSI, enabling cross-border health data exchange for EU citizens.
NDHM (National Digital Health Mission)	An initiative in India driving the integration of digital health infrastructure.
Patient Portal	A feature of digital health systems allowing patients to access their health records online.
Preventive Care	Proactive healthcare focused on preventing illness, often supported by wearables and analytics.
RCM (Revenue Cycle Management)	AI-powered solutions to help providers streamline billing and improve revenue efficiency.
SAKIGAKE	A Japanese program designed to speed up the review process for innovative health software.
SaMD (Software as a Medical Device)	Software intended for a medical purpose that is not part of a hardware device.
Tele-healthcare / Telemedicine	The delivery of healthcare services remotely using telecommunications technology.
Value-Based Care	A healthcare model where providers are paid based on patient health outcomes rather than services rendered.
Wearables	Devices like fitness trackers and smartwatches used as preventive health and diagnostic tools.

Industry Overview

Digital Healthcare: Overview

"Post-COVID, the shift toward digital health solutions accelerated making adoption both a necessity and an opportunity."

What is Digital Healthcare

According to the National Cancer Institute, Digital healthcare is the use of technology to improve healthcare services and patient care. It includes digital tools, apps, and electronic systems that make healthcare easier, faster, and more effective. Research in this field focuses on using health data, informatics, wearables and personalized medicine to improve outcomes.

The Pillars of Digital Health

Virtual Care & Telehealth

Digital Health Records (EHRs)

Remote Patient Monitoring (RPM)

Mobile Health (mHealth) Apps

AI & Health Analytics

Digital Prescriptions & Pharmacy

Source: healthcaredelivery, careset,

Difference between Traditional and Digital Healthcare

Aspect	Traditional	Digital
Accessibility	In-person visits; limited for remote patients.	Remote consultations via telemedicine; reaches rural areas.
Cost	Higher due to infrastructure and travel.	Lower due to virtual visits and consultations.
Data	Paper records or siloed systems; prone to errors.	Electronic health records (EHRs) which enable real-time sharing.
Speed	Slower due to scheduling and manual processes.	Faster consultations & real-time data from wearables.
Integration with Lifestyle	Limited to episodic clinic visits; little ongoing lifestyle feedback.	Wearables and apps integrate health tracking into daily life.

Evolution of Healthcare

1.0
(1970–1990)

This was the era of traditional care, defined by face-to-face interactions and manual, paper-based record-keeping.

2.0
(1991–2005)

This stage marked the beginning of digitization with the introduction of electronic health records (EHRs) and basic monitoring devices.

3.0
(2006–2015)

Technology became more integrated with advanced EHRs and the significant expansion of telehealth services.

4.0
(2016–2019)

This period saw comprehensive digitization, using smart systems, IoT, AI, and big data to enable personalized care.

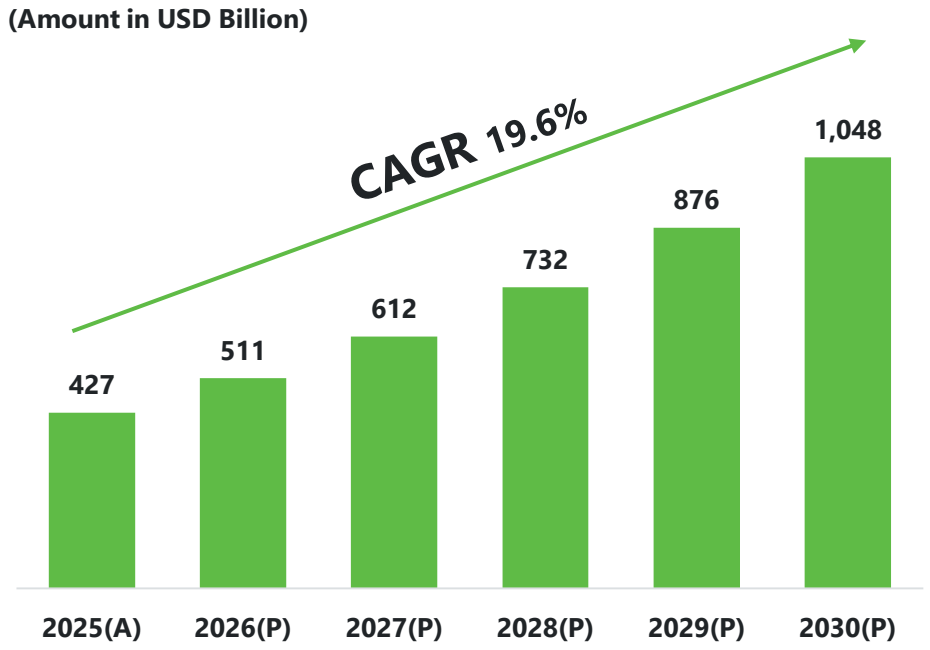
5.0
(2020–present)

The current model is human-centered, with post-COVID accelerating personalized, digital, and patient-centered care.

Source: researchgate

Digital Healthcare: Global Market

Global Digital Healthcare Market Size



CAGR

19.6%

The Global Digital Healthcare Market is expected to reach **USD 1048 billion by 2030, at a CAGR of 19.6%.**

Growth Drivers

More than 50% of Adult population live with chronic Condition

Over half of adults in developed nations live with chronic conditions, driving demand for continuous, data-driven care through digital tools and remote monitoring solutions.

Growing Use of Mobile Devices in Care

The widespread adoption of smartphones, laptops, and tablets enhances patient data collection, with 84% of healthcare professionals using them for post-discharge support worldwide.

Rising Focus on Women's and Mental Health

Growing awareness of women's and mental well-being is accelerating adoption of digital tools such as mental health apps and hormonal or menstrual tracking devices, fueling digital healthcare growth.

Pandemic Boosts Digital Healthcare Growth

Covid accelerated digital healthcare adoption, boosting telemedicine, remote monitoring, and virtual consultations as safe, accessible care alternatives.

Source: fortunebusinessinsights, cdc.gov, researchgate, precedenceresearch

Digital Healthcare Across Continents

North America	Europe	Asia Pacific(APAC)	South America
			
USD 161B 2024 Estimated Market Size	**USD 125B** 2024 Estimated Market Size	**USD 72B** 2024 Estimated Market Size	**USD 12B** 2024 Estimated Market Size
CAGR 13.9% (2025-2034)	CAGR 10.25% (2025-2034)	CAGR 24.2% (2025-2033)	CAGR 20% (2025-2033)
USD 439B 2030 Projected	**USD 333B** 2034 Projected	**USD 498B** 2033 Projected	**USD 66B** 2033 Projected

Source: hbs.edu, apacmed, grandviewresearch, fortunebusinessinsights

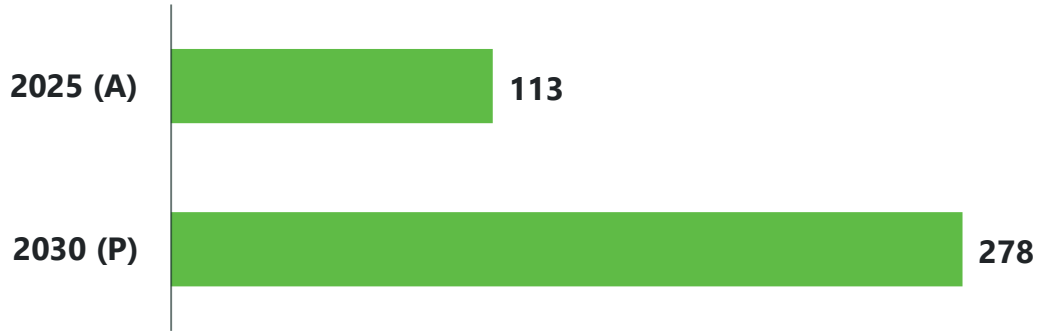
U.S. Digital Healthcare Market

Digital Healthcare: U.S. Market Size

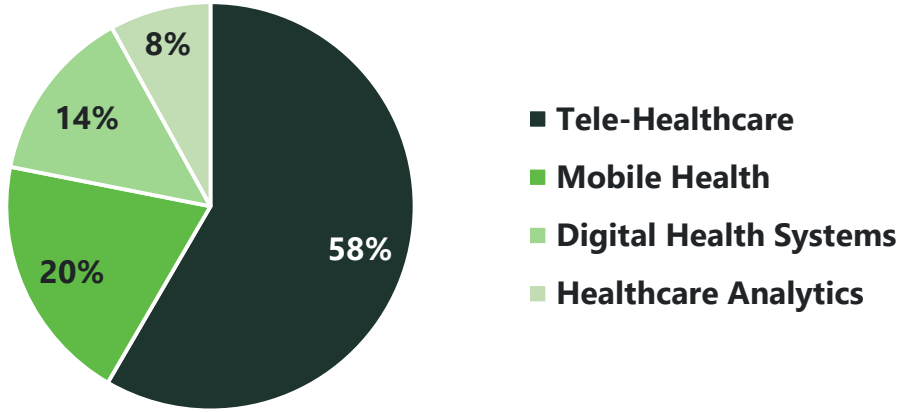
U.S. Digital Healthcare Market Size

(Amount in USD Billion)

CAGR 19.6%



58% of the U.S. digital healthcare market in 2024 was accounted by Tele-healthcare, with the remaining distributed across three other segments.



Key trends

Digital Health Funding Grows
In 2024, U.S. digital health funding reached USD 17.2 Billion, a 4% YoY growth, reflecting strong investor confidence and sector innovation.

Healthcare Workforce Embraces AI
Nearly half of U.S. healthcare workers explore AI tools, reflecting growing adoption and engagement with digital health tech.

Rise of FDA-Approved Digital Therapeutics:
FDA-approved software solutions are increasingly used to manage chronic conditions like diabetes and depression.

Source: market.us, novaoneadvisor, reuters, galengrowth

Barriers to U.S. Digital Healthcare

Data Privacy and Governance

The digitization of sensitive health information creates major privacy risks. Governments and organizations struggle to implement robust data management and protection protocols to safeguard this personal information from breaches.

Uninformed User Consent

A significant ethical issue is that users often agree to terms and conditions without fully understanding how their personal health data will be used, shared, or stored by digital platforms.

Cybersecurity Threats

Pervasive cybersecurity threats, especially for vulnerable startups, erode confidence in digital health and severely hinder its widespread adoption by skeptical users.

Lack of Evidence-Based Standards

There is a significant absence of proven evidence on how digital health strategies impact patient health outcomes, their cost-effectiveness, or their ability to make the healthcare system more efficient.

Health Equity and Accessibility

Socioeconomic factors like income and location create a digital divide. Minorities, the elderly, and those in low-income or rural areas often face barriers due to lower health literacy.

Source: pmc.ncbi.nlm.nih.gov, towardshealthcare, & Ruralhealthinfo

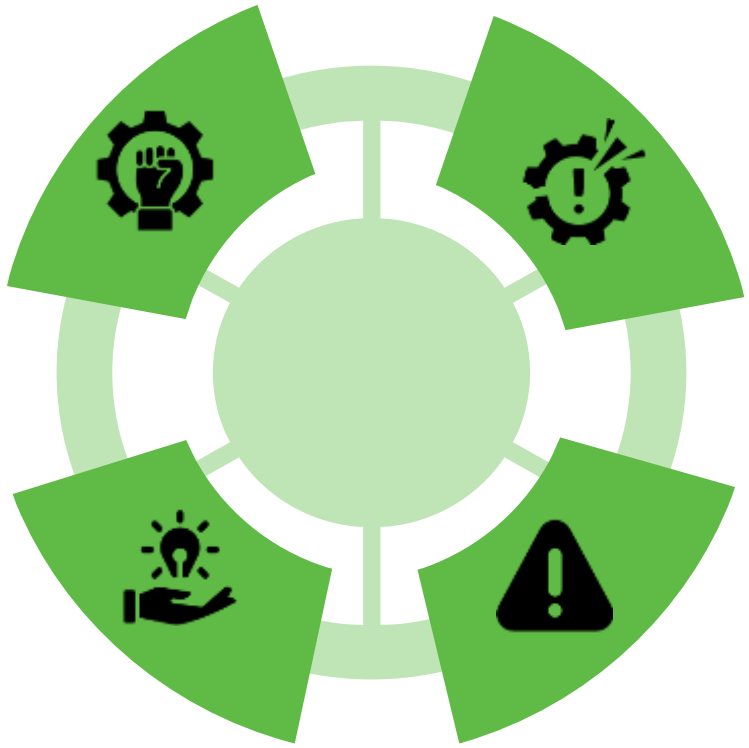
SWOT Analysis: U.S. Digital Healthcare System

Strengths

- **Advanced technological Integration:** The US healthcare system uses advanced tech like AI, telemedicine, and EHRs to improve patient care and make operations more efficient.
- **High Technological penetration:** With about 90% of the population using smartphones, and nearly 40% expected to adopt remote patient monitoring by 2030, the U.S. digital health sector is well-positioned for widespread, technology-driven healthcare adoption.

Opportunities

- **Integration of AI and Machine learning:** Addressing the interoperability gap with AI and machine learning can bridge disconnected systems, improve diagnostics, personalize treatments, enhance efficiency, and automate routine tasks to transform healthcare delivery.
- **Growth in Virtual Care:** Virtual care is expected to grow to attract patients and tackle labor and cost issues, with 2025 investments in behavioral health, remote monitoring, and perioperative care.



Weaknesses

- **Rising Costs:** The cost of healthcare in the US continues to increase, driven by high prices for medical services and advanced technology. This strains public and private payers and makes healthcare less accessible.
- **Lack of Interoperability:** Lack of interoperability costs the U.S. healthcare system over $30 billion annually due inefficiencies like admin overhead, redundant tests, and delayed care.

Threats

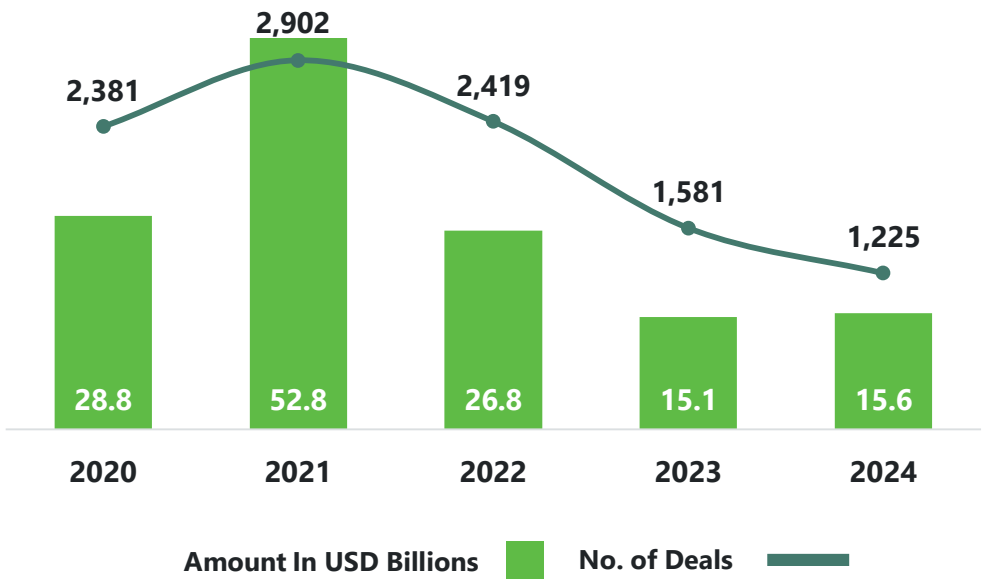
- **Cybersecurity Risks:** As healthcare goes digital, cybersecurity risks rise, threatening patient data and disrupting operations with costly consequences.
- **Regulatory Uncertainty:** Frequent shifts in medicare, medicaid, and reimbursement policies create uncertainty for digital health providers,

Source: \thestrategystory, -healthcare-challenges

M&A Outlook

M&A Outlook (1/3)

Global Equity Fundings and Deal Count



- Global digital health funding decreased from USD 52.8 billion in 2021 to USD 15.6 billion in 2024, indicating an annual decline of 33%.
- Deal count for the third consecutive year to 1,225 in 2024, marking a 23% YoY drop.

Key Statistics

$5.3 M
Median digital health deal size

The median digital health deal size increased to a record high indicating that investors are focusing on companies with strong clinical validation, commercial traction, and regulatory readiness.

42%
Funding accounts for AI companies

In 2024, AI-focused companies secured 42% of digital health funding and 31% of deals both record highs. The 5 largest AI-focused digital health deals were spread across diagnostics, drug development, and women's health.

50%
YoY increase in mega-rounds

Mega-rounds ($100M+ deals) increased in 2024 after 2 years of decline, with the top 3 deals focused on drug discovery and development. Most top deals (7 out of 10) were secured by U.S.-based companies.

Source: cbinsights,

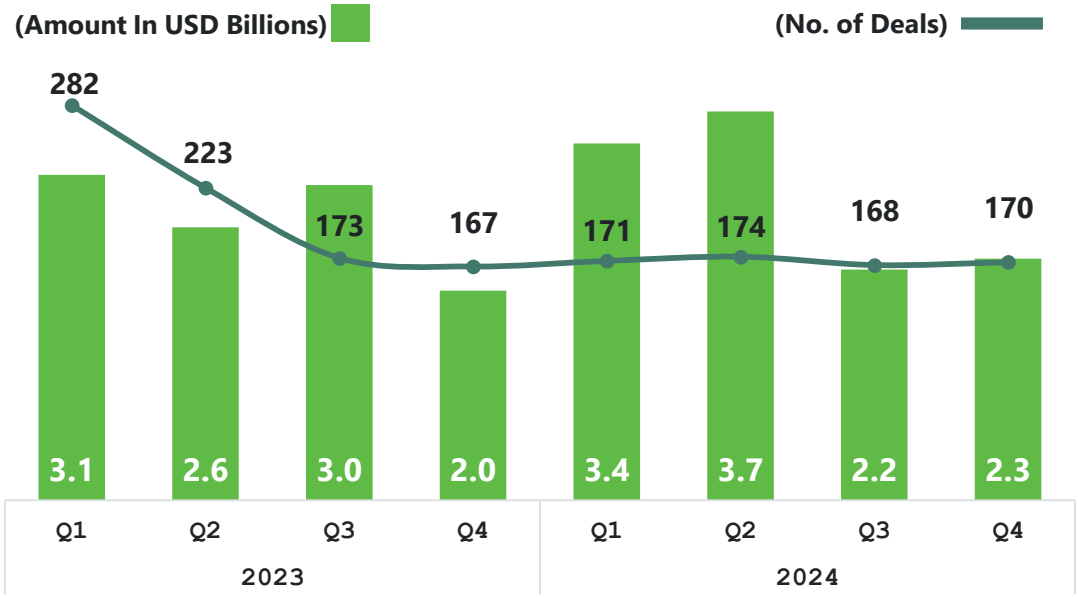
M&A Outlook (2/3)

Funding & Deals by Global Region in Q4-2024

(Investments Raised In USD Millions)

- The global market is overwhelmingly concentrated in two regions. The U.S. and Europe together account for USD 3 billion, or ~94.5% of all funding shown
- The U.S. is the undisputed global leader. At USD 2.3 billion, it attracted more than 70% of all global digital health funding in the quarter
- Some of the top companies raising funds in Q4 2024 were Oura, Enveda, Maven, Cleerly, and Precision Neuroscience.

Quarterly Fundings & Deals in U.S.

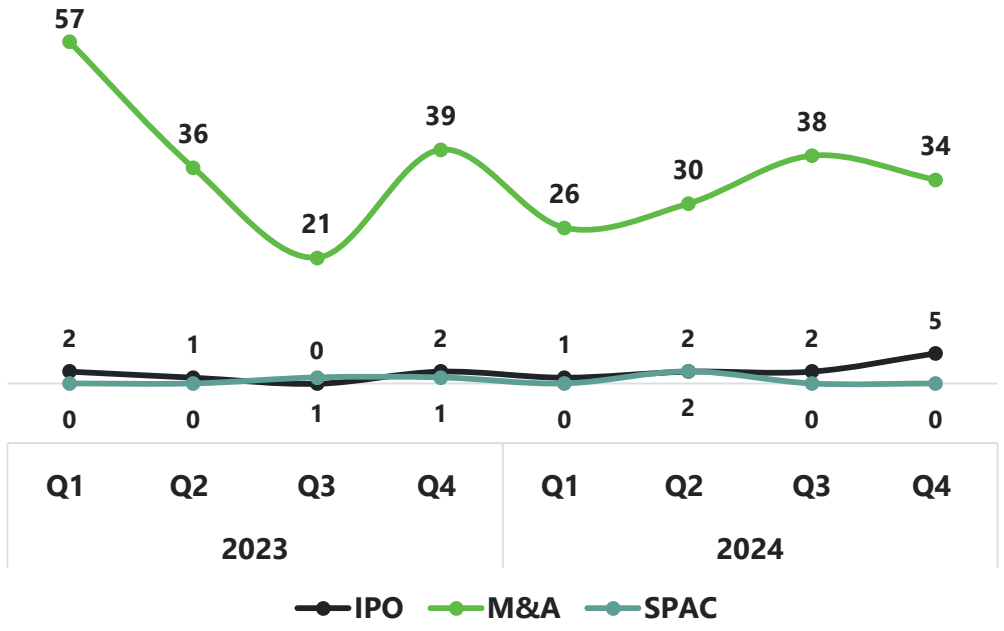


- U.S. digital health funding rose sharply in 2024, reaching USD3.4B in Q1 and peaking at USD3.7B in Q2, the highest in two years. The average deal size stands at USD 2.9 billion for 2024.
- General Catalyst (10 deals) and Google Ventures (6 deals) led digital health investments in Q4 2024, with the sector averaging 191 deals annually across 2023 and 2024.
- In the U.S., the digital health sector recorded 683 deals in 2024, averaging around 171 deals per quarter.

Source: cbinsights,

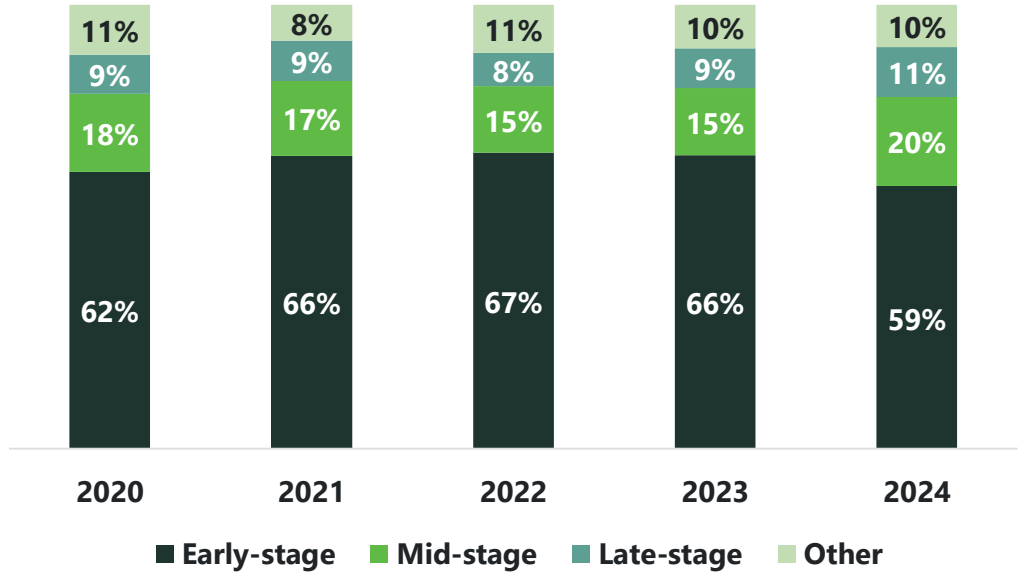
M&A Outlook (3/3)

Quarterly Exit Count



- The number of M&A exits dropped by 32% in 2023, from 57 in Q1 to 39 in Q4. In 2024, exits declined further to 26, but by Q4 2024, it increased by 31% to reach 34.
- For IPO the count increased from 1 in Q1 2024 to 5 by Q4 2024.
- For SPAC exits increased to 2 in Q2 2024 from 1 in Q1 2024, after which there were no additional exits for the rest of the year.

Annual Percent Of Deals By Deal Stage



- Early-stage deals continued to represent the largest share of deals across all years. However, the contribution decreased from 66% in 2023 to 59% in 2024.
- Mid-stage deals increased from 15% in 2023 to 20% in 2024 after remaining steady at 15% from 2022 to 2023.
- Late-stage deals increased marginally from 9% to 11% while other category deals remained stable at 10% over the same period.

Source: cbinsights,

Top Unicorns and Investors

Current Quarter Top Unicorns By Valuation

Company	Valuation (U.S.D. Billion)	Country
Devoted Health	12.9	United States
Ro	7.0	United States
We Doctor	7.0	China
Doctolib	6.4	France
Hinge Health	6.2	United States
Benchling	6.1	United States
Commure	6.0	United States
Lyra Health	5.9	United States
Cityblock	5.7	United States
Oura	5.2	Finland

Current Quarter Top Investors By Company Count

Investor	Company Count	Group	Country
General Catalyst	10	VC	United States
Google Ventures	6	CVC	United States
Andreessen Horowitz	4	VC	United States
Lightspeed Venture Partners	4	VC	United States
Lux Capital	4	VC	United States
Samsung NEXT	4	CVC	United States
Bpifrance	3	Asset/investment management	France
F-Prime Capital	3	VC	United States
Mercia Ventures	3	VC	United Kingdom
Oak HC/FT Partners	3	VC	United States

Source: cbinsights,

Top Equity Deals in U.S. in Q4-2024

Company	Round Amount	Round Date	Round Valuation	Investors
Enveda	**USD 130**	Series C 2024-11	N/A	FPV Ventures, Kinnevik, Lingotto Investment Management, Lux Capital, Premji Invest
Maven	**USD 125**	Series F 2024-10	USD 1.7B	Stepstone Group, General Catalyst, Sequoia Capital, Dragoneer Investment Group, Icon Ventures
Cleeerly	**USD 106**	Series C 2024-12	N/A	Insight Partners, Battery Ventures
Precision Neuroscience	**USD 102**	Series C 2024-12	N/A	General Equity Holdings, B Capital, Steadview Capital, Duquesne Family Office
Glooko	**USD 100**	Series F 2024-10	USD 554M	Georgian, Canaan Partners, Health Catalyst Capital Management
Remodel Health	**USD 100**	Growth Equity 2024-12	N/A	Oak HC/FT Partners, Hercules Capital
Cortica	**USD 80**	Series E 2024-11	N/A	Morgan Health, Nexus NeuroTech Ventures, Autism Impact Fund
Vesalius Therapeutics	**USD 80**	Corporate Minority 2024-10	N/A	GSK

Source: cbinsights

Recent Deals-Raising Funds

	TRUVETA	ABRIDGE	innovaccer	commure
Funds Raised	320 Million	300 Million	275 Million	200 Million
Focus	Health data	AI healthcare	AI-powered health data & care solutions	AI-powered revenue cycle & workflow solutions
Key Investors	Illumina, Regeneron	Andreessen Horowitz, Khosla Ventures	Series F (Jan 2025), Valuation USD 3.45B	General Catalyst's CVF (Oct 2025)
Use of Funds	Genome Project integrating genomic & clinical data	Expand AI platform & streamline workflows	Expand AI copilots, cloud tools & clinical decision support	Accelerate AI-driven RCM platform and streamline billing
Impact	10M+ volunteers via Regeneron Genetics Centre	150+ U.S. health systems, VA pilot	130+ healthcare orgs; revenue cycle & payer-provider collaboration	Supports innovation and automation across healthcare systems

Source: geekwire, fiercehealthcare, commure, firstwordhealthtech,

Key Players in the U.S. Digital Healthcare Market

Criteria	Amazon One Medical	Apple Health	Epic Systems
Core Focus	Hybrid Primary Care (Virtual & In-person)	Consumer Wellness Ecosystem (Device-based tracking)	Enterprise Health Software (EHR) (Hospital management)
Revenue Model	Subscriptions & Employer Plans	Hardware Sales (Watch, iPhone) & Subscriptions (Fitness+)	Software Licensing, Maintenance, & Cloud Services
Target Consumers	Individuals & Employers (B2C & B2B)	Global Consumers (with Apple devices) & Health Providers.	Large Hospital Systems (Strictly B2B)
Tech Edge	Mobile-First App (24/7 virtual care).	Integrated Sensors (ECG, Sleep) & Developer Kits (CareKit)	AI-Powered Documentation & Hospital-Wide Interoperability
Market Reach	Over 200+ physical locations across major U.S. cities; nationwide telehealth coverage.	Health features available globally through Apple devices and iOS updates; integrated with provider networks.	Installed in 2,800+ hospitals and 45,000+ clinics globally (EpicCare platform).

Source: onemedical, apple, applefitness, epic

Industry KPI's of Other Key Players in the U.S. Market

KPI comparison for CY24	Teladoc HEALTH	amwell	hims & hers
Core Focus	Virtual care and telehealth services.	Telemedicine platform for hospitals and insurers.	Online wellness and treatment services.
Total Visits/ Subscribers (in Millions)	17.3 M Visits	5.9 M Visits	2.2 M Subscribers
Total Revenue (in USD Millions)	2,500 M	254 M	1,500 M
Subscription Revenue (in USD Millions)	1,500 M	115 M	NA
Research & Development (% of Revenue)	36%	34%	5%
EBIDTA Margin(%)	12%	(72%)	12%

Source: s21.q4cdn, s21.q4cdn, amwell, amwell, investors.hims

Future Outlook
&
Strategic Recommendation

Next Frontiers in U.S. Digital Health

Digital Health Transforming Cancer Care in the U.S.

By the end of 2025, with 2 Million new U.S. cancer cases projected, AI, telemedicine, and wearables are expected to expand, improving early detection, personalized treatment, and patient management.

U.S. Driving the Future of Digital Health Innovation

In 2024, the U.S. received 70% of global digital health funding (USD 17.2B), driving AI, telemedicine, and personalized care, and positioning the nation for future healthcare innovation.

AI Driving the Next Wave of Digital Health

The U.S. is fostering AI adoption in healthcare through state and federal legislation, creating a supportive environment for innovation, ethical AI use, and growth in digital health solutions.

Healthcare's Shift Toward Virtual Care

By 2026, 30% of U.S. medical visits are expected to be virtual, improving access, reducing costs, enhancing convenience, and accelerating adoption of digital health solutions.

Source: worldhealthexpo, cancer, yahoo, ncsl

Strategic Recommendations for U.S. Digital Health

Promote Equity and Accessibility

As of now only 23% of healthcare executives prioritize health equity, expanding digital access and affordability is vital to improving outcomes, inclusion, and long-term growth in underserved U.S. populations.

Strengthen Cybersecurity Measures

With only 60% of providers (hospitals, clinics, physicians) and 50% of payers (insurers, health plans, government programs) focusing on data protection, organizations must secure patient data, ensure compliance, and build digital trust.

Enhance Consumer-Centric Care

Providers should improve patient engagement through digital tools, with only 55% of healthcare executives emphasizing consumer acquisition via telehealth and virtual platforms to enhance satisfaction, trust, and long-term care relationships.

Leverage AI and Automation

Healthcare organizations should adopt AI and automation to reduce manual workloads, streamline operations, and allow clinicians more time for patient care, enhancing both efficiency and outcomes.

Source: ey, Deloitte,

Annexures

Tele-Healthcare

Key Advantages of Tele-Health

- Saves time through reduced travel, flexible scheduling, and shorter wait times
- Expands access to specialists regardless of location or distance barriers
- Minimizes infection risk by avoiding in-person visits and crowded clinics
- Improves accessibility for elderly, disabled, and rural patients with mobility challenges

Telehealth refers to the delivery of healthcare services using telecommunications technology, including video consultations, remote monitoring, mobile health apps(for communication), and digital therapeutics.

55 Million USD
U.S. Tele-healthcare Market size in 2024

58% Market Share
Leads the U.S. Digital Healthcare Market Segment

Mental Health Segment Growth

The mental health & behavioral therapy segment is projected to grow at a CAGR of 12 % in the U.S. telehealth market. The highest growth among its subsegments.

Remote Visits to Reach 25–30% by 2026

By the end of 2026, 25–30% of U.S. medical visits are projected to be conducted remotely, highlighting the growing impact of telemedicine.

Hospitals Adopting Telehealth

Telehealth adoption in U.S. hospitals surged from 35% in the previous decade to 76% in the post-COVID era, highlighting rapid digital transformation in healthcare delivery.

Source: towardshealthcare, towardshealthcare, upstate, Harvard, towardshealthcare, towardshealthcare, scnsoft

Mobile Health/mHealth and Wearables

Key Advantages of Mobile Health

- Medication reminders with smart alerts for timely and correct intake
- Health and activity tracking for physical activity, weight, and performance goals
- User friendly design focused on ease of use and patient engagement
- Chronic disease management for conditions like diabetes, hypertension, and asthma

mHealth refers to the use of wireless or mobile devices, including wearables, smartphones, tablets, and mobile communication technologies, to assist with medical data gathering, public health campaigns, and healthcare services.

The U.S. alone contributes 85% to the North America's mHealth market

12 Billion USD
The U.S. mHealth apps market size was worth USD 12.38 billion in 2024

Growth in Smartphone Users

As of June 2024, 91% of the U.S. population owned smartphones, up from 70% in May 2016, fueling rapid growth and adoption of mHealth applications nationwide.

iOS Dominance in mHealth Market

The iOS segment led the market in 2024, capturing a 53% revenue share, as HealthKit securely integrates health data from iPhone and Apple Watch.

Wearables Driving Health and Fitness

Nearly 50% of US internet households use wearables, with growing demand for health features like blood pressure monitoring, supporting fitness, health tracking, and prevention.

Source: sphericalinsights, grandviewresearch, visionresearchreports, emerline, demandsage, parksassociates, backlinko.com

Digital Health System

Key Advantages of Digital Health System

- Improves care and outcomes through secure, seamless health data sharing
- Automation of tasks like scheduling and billing saves time and reduces costs
- Patient portals let people track their health and stay more involved in care
- Improve patient safety by reducing errors, checking drug interactions, and providing alerts

A Digital Health System is an integrated framework of technologies—including EHR, EMR, e-prescribing, HIE, CDSS and patient portals that enables secure health information exchange, improves care delivery, and enhances patient outcomes.

65% of individuals accessed patient records online in 2024, especially those with chronic conditions.

In 2024, the market for US digital health generated a revenue of US$ 94.8 billion.

EPCS Adoption Strengthens U.S. Prescription Safety

In the U.S. 84% of prescribers and 96% of pharmacies use EPCS, ensuring safer, faster, and more secure electronic prescriptions for controlled medicines nationwide.

EHR Adoption Reaches 96% Across U.S. Hospitals

EHR adoption in U.S. hospitals has risen from 72% a decade ago to 96% as of 2025, reflecting rapid digital transformation and widespread integration of electronic health systems.

Nurses Choose CDSS as Best Care Quality Tool

96% of nurses view Clinical Decision Support Systems (CDSS) as the single most effective tool for enhancing care quality, valuing it more than workflow redesign or EHR improvements.

Source: healthcareitnews, floridahealthcareplus, grandviewresearch, rxnt, definitivehc, grandviewresearch, market.us/report

Recent Deals- Merger & Acquisition(1/2)

Bain Capital Acquires HealthEdge & UST HealthProof

Objective: *Bain Capital acquired HealthEdge and UST HealthProof and merged them to create an AI-powered, end-to-end payer platform that streamlines operations, reduces costs, and enhances healthcare plan efficiency.*

Acquirer

BainCapital

Target

HEALTHEDGE

UST HealthProof

Valuation

USD 2.6 Billion

Bain Capital

Boston-based private equity firm investing in healthcare, tech, and industry.
2025: Acquired HealthEdge(in June 2025) then UST HealthProof, merging them(in Sept 2025) into one AI-driven payer platform.

HealthEdge

U.S.-based SaaS healthcare tech company for health plans, providers, and members.Served 115+ health plans, covering 110M+ lives in the U.S.
2020: Acquired by Blackstone (~USD700M).

UST HealthProof

Subsidiary of UST, focused on core administration and interoperability for healthcare. Specializes in modernizing legacy systems for health plans and It enhances payer platforms by adding crucial claims automation and data exchange capabilities.

Key Takeaway: The merger creates an end-to-end payer platform combining HealthEdge's core administrative software with HealthProof's legacy system. This integrated ecosystem leverages native AI to automate complex tasks and reduce operational costs up to 30%.

Source: mediabrief, thehindubusinessline, baincapital, hitconsultant, ft, fiercehealthcare hlth.com/insights

Recent Deals- Merger & Acquisition (2/2)

"Digital health M&A shows a key trend: broad platforms are acquiring specialized AI to deepen patient engagement, add preventative tools, and automate workflows."

Thrive Acquires Bionic Health

Acquirer → thrive

Target → BIONIC HEALTH

Objective: Thrive Acquired Bionic Health in September 2025, to expand AI-driven preventive care, offering health span programs, medical weight loss, hormone therapy, and personalized coaching for holistic health.

Thrive: Nationwide telehealth company delivering integrated virtual care services across multiple specialties. Focuses on expanding healthcare accessibility via telehealth and technology.

Bionic Health: Durham-based AI-driven preventive care provider offering health span programs, medical weight loss, and hormone replacement therapy. Focuses on proactive healthcare and personalized wellness.

Key Takeaway: Thrive's acquisition of Bionic Health creates a synergistic platform. Thrive gains immediate access to Bionic's advanced AI-driven preventive and longevity programs, ionic resolves its primary growth challenge by accessing Thrive's distribution network.

Net Health Acquires Alinea Engage

Acquirer → Net Health

Target → ALINEA ENGAGE

Objective: Net Health acquired Alinea Engage in January 2025 to enhance patient engagement, automate administrative workflows, optimize reimbursements, and reduce claims denials.

Net Health: Specialized healthcare software company, serving restorative care and rehab therapy providers with EHR, analytics, and workflow tools.

Alinea Engage: Web-based enterprise software for rehabilitation providers, enabling patient onboarding automation, patient & family engagement, workflow automation for prior authorization and billing.

Key Takeaway: Net Health acquired Alinea to expand its portfolio and offer specialized solutions by leveraging Alinea's patient engagement and revenue cycle automation tools.

Source: wral, grepbeat, nethealth, grepbeat.com, https://finance.yahoo.com

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