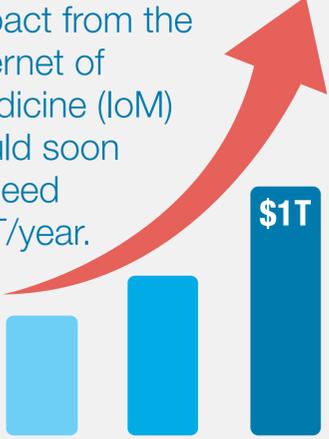


THE INTERNET of MEDICINE

The Internet of Things (IoT) is transforming healthcare with technology.

The annual impact from the Internet of Medicine (IoM) could soon exceed \$1T/year.



IoM benefits include:

- ✓ Lowered medical costs
- ✓ Improved quality of care
- ✓ Accessible and affordable

Innovations in technology are providing new revenue streams. The data from wearable technology generates insights that benefit patients, doctors, insurance and pharmaceutical companies, and hospitals.



Recurring revenue models play a major role in the IoM by making expensive equipment, processes, and services more affordable over time.

Follow the Money Industries that Benefit from the IoM



1 The Insurance Industry

Innovative technology in the IoM reduces the amount of money paid in claims (\$250B in 2015).



2 Hospitals

IoM solutions can significantly cut hospital costs. Hospitals have increased their reliance on sensor-based devices like smart chips, RFIDs, and real-time location systems (RLTS).



3 Pharmaceutical Companies

IoM devices enable doctors to detect and diagnose illnesses faster, allowing patients to begin medications sooner and remain more compliant to treatments.

Monetizing the IoM Focus on the Patients

The Age of the Patient

A period in which technology innovations give patients access to healthcare on **their** schedules and **their** terms, often enabling patients to bypass trips to the hospital and doctors all together.



The Internet of Medicine Enables:



1 Virtual Doctors

Video-based online medical services, which are travel-free with low fees, are growing in popularity. Online doctors charge using consumption-based pricing instead of traditional fee-for-service cost structures.

2 Retail Medical Clinics

In recent years, more retail drugstores have opened walk-in medical clinics that offer same-day appointments, affordable fees, and real-time virtual access to doctors through cloud-connected telehealth technology.



3 Subscription-Based Healthcare

Membership and concierge services generally accept insurance while direct primary care (DPC) is paid out-of-pocket by patients, with fees averaging only \$100/month.



As we tread further into the Age of the Patient, the IoM is poised to dramatically transform virtually every aspect of medicine while paving the way for incremental profitability across the entire health landscape.

