

Strategy Analysis on AI in Healthcare Industry

Team 05

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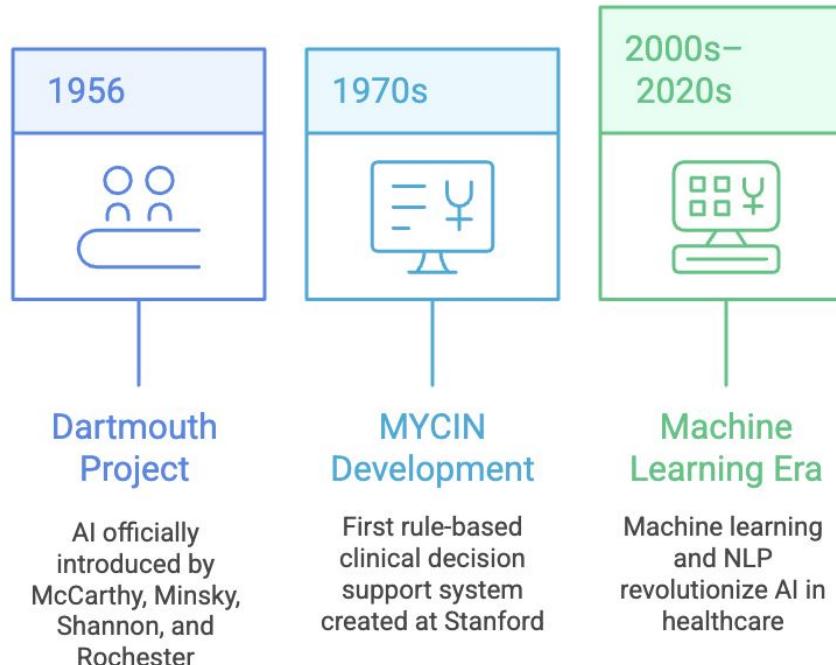
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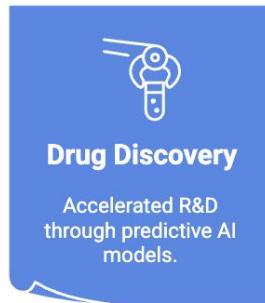
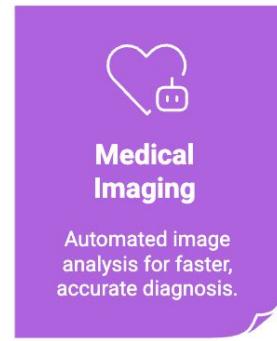
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Introduction: The AI Revolution in Healthcare

A Brief History of AI in Healthcare



Introduction: The AI Revolution in Healthcare - Use Cases



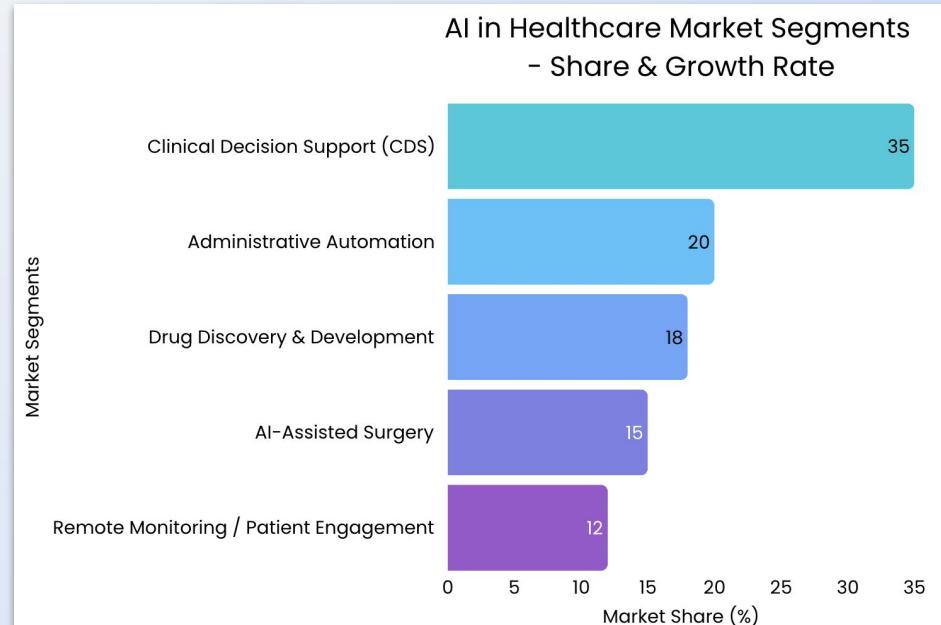
Industry Overview: Market Size & Industry Insights

Market Size:

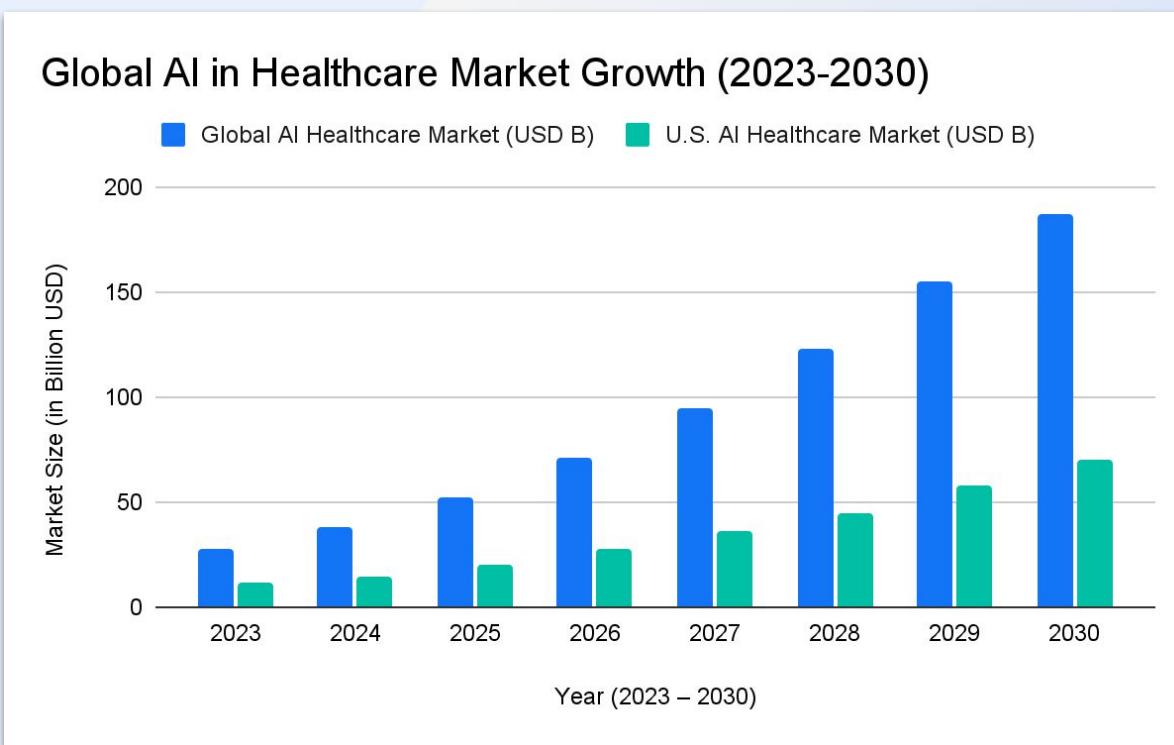
- Global Healthcare Market ≈ \$12T
- AI in Healthcare Market ≈ \$14.9B
- AI in Healthcare Market Share ≈ 0.13%

Industry Insights:

- Annual Growth Rate ~38%
- Administrative & Clinical Decision Support
- Accelerated AI tools approvals by FDA
- Asia is growing fastest in healthcare AI



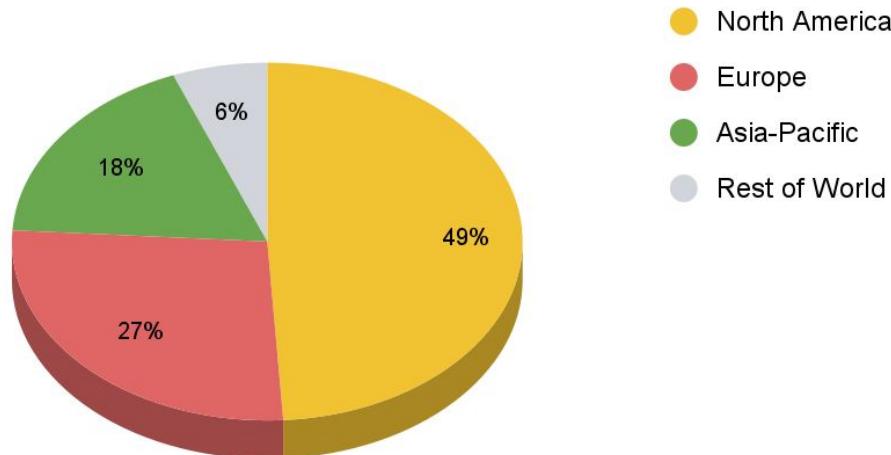
Industry Overview: Market Growth



Sources: (MarketsandMarkets, 2024; Grand View Research, 2024; McKinsey HealthTech Insights, 2025; Deloitte AI in Healthcare Outlook, 2025)

Industry Overview: Regional Share

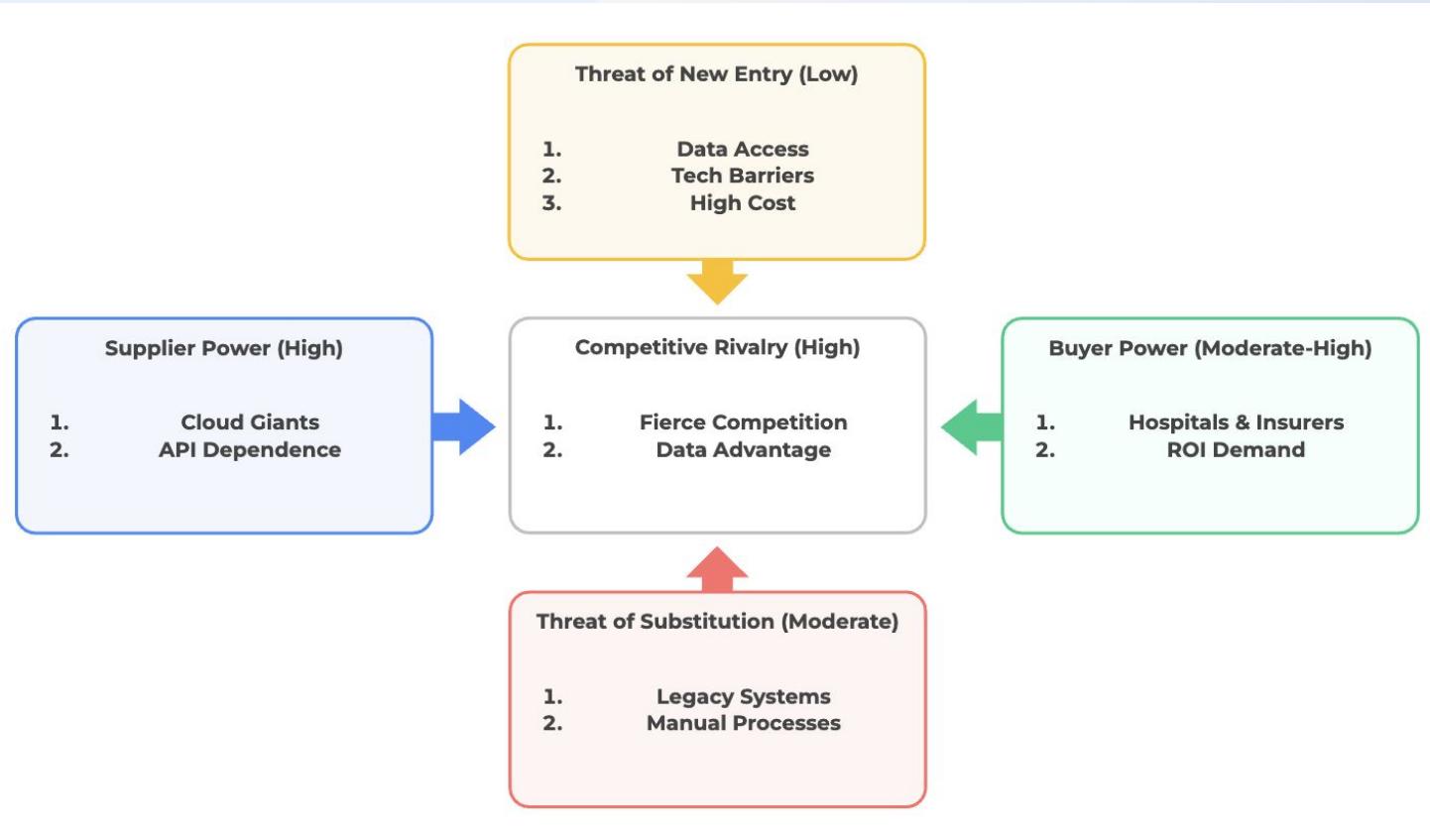
Regional Market Share: AI in Healthcare



CAGR: ~37% (2023-2030)

North America leads with 49% share; Asia-Pacific growing fastest (>40% CAGR)

Porter's Five Forces Analysis



Key Players: Selection Justification & Market Role



Microsoft

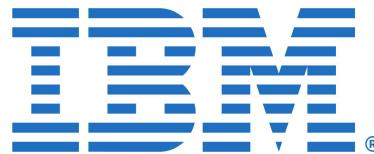
Nuance acquisition (2022),
Epic–Azure integration
🏁 \$19.7 B acquisition;
40% provider-side share

**“AI-powered
documentation &
decision support.”**

Google

DeepMind + Med-PaLM
for predictive healthcare
🏁 35% share in AI
research & analytics

**“Predictive and
personalized
healthcare.”**

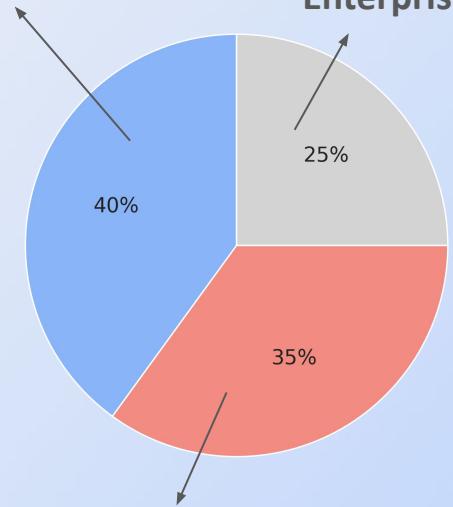


Watsonx for enterprise
compliance AI
🏁 25% enterprise AI
share

**“Trust, compliance,
and hybrid-cloud
solutions.”**

Microsoft – Clinical &
Workflow AI

IBM – Secure
Enterprise AI



Google – Predictive &
Research AI

AI Healthcare Market Trends Driven by Major Players
(2025 Estimate)

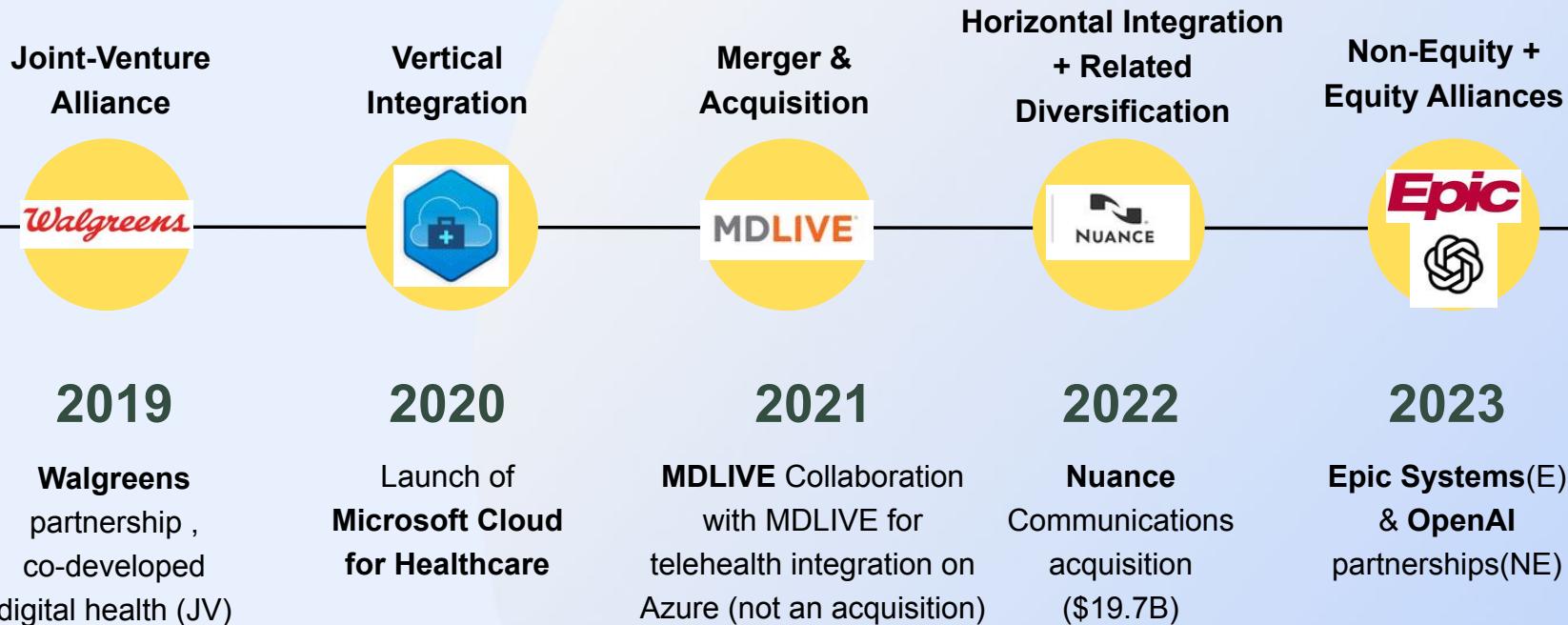
RBV VRIO Analysis

| Firm | Value | Rarity | Imitability | Organization | Advantage |
|-----------|------------------------------------|------------------------------------|------------------------------------|----------------------------------|-----------------------|
| Microsoft | ✓ Nuance DAX (Clinical Efficiency) | ✓ Epic EHR (Exclusive Integration) | ✓ Medical Voice Data (Proprietary) | ✓ Azure HDS (Unified Ecosystem) | Sustained |
| Google | ✓ Med-PaLM 2 (Diagnostic Accuracy) | ✓ Mayo & NHS (Research Access) | — R&D Process (High Cost) | ✓ Cloud API (Health Integration) | Temporary & Potential |
| IBM | ✓ Watsonx (AI Customization) | ✗ Healthcare Ties (Limited) | ✗ Open-source (Replicable) | ✓ Hybrid Cloud (IBM + Red Hat) | Competitive Parity |

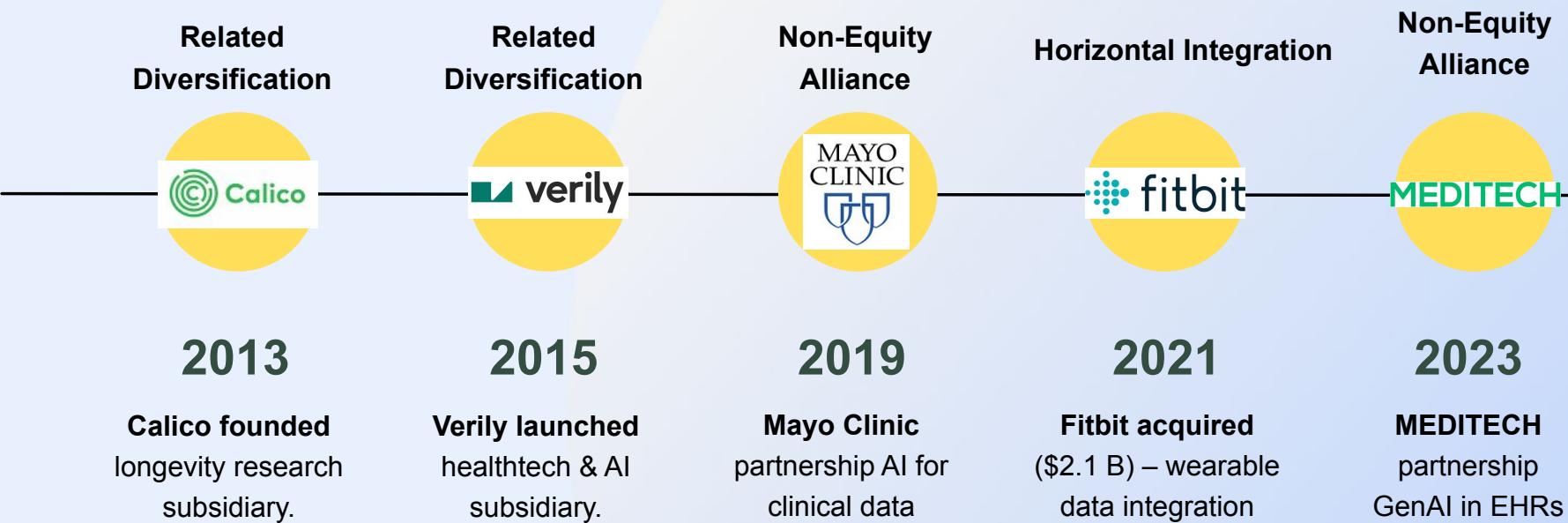
KBV Competence Analysis

| Competence Dimension | Microsoft | Google | IBM |
|----------------------------------|----------------------------|-----------------------------|--------------------------|
| Knowledge Creation | GPT-4 Nuance (Clinical AI) | DeepMind AlphaFold (Bio-AI) | watsonx (Regulatory AI) |
| Integration & Application | Epic + Azure (EHR sync) | HDE (Health Data Exchange) | Hybrid Cloud (Deploy) |
| Knowledge Sharing & Partnerships | Health Alliances (Co-dev) | Mayo & NHS (Research) | Cleveland Clinic (Pilot) |
| Dynamic Capability | Adaptive Health Solutions | Continuous R&D Cycle | AI Governance Shift |

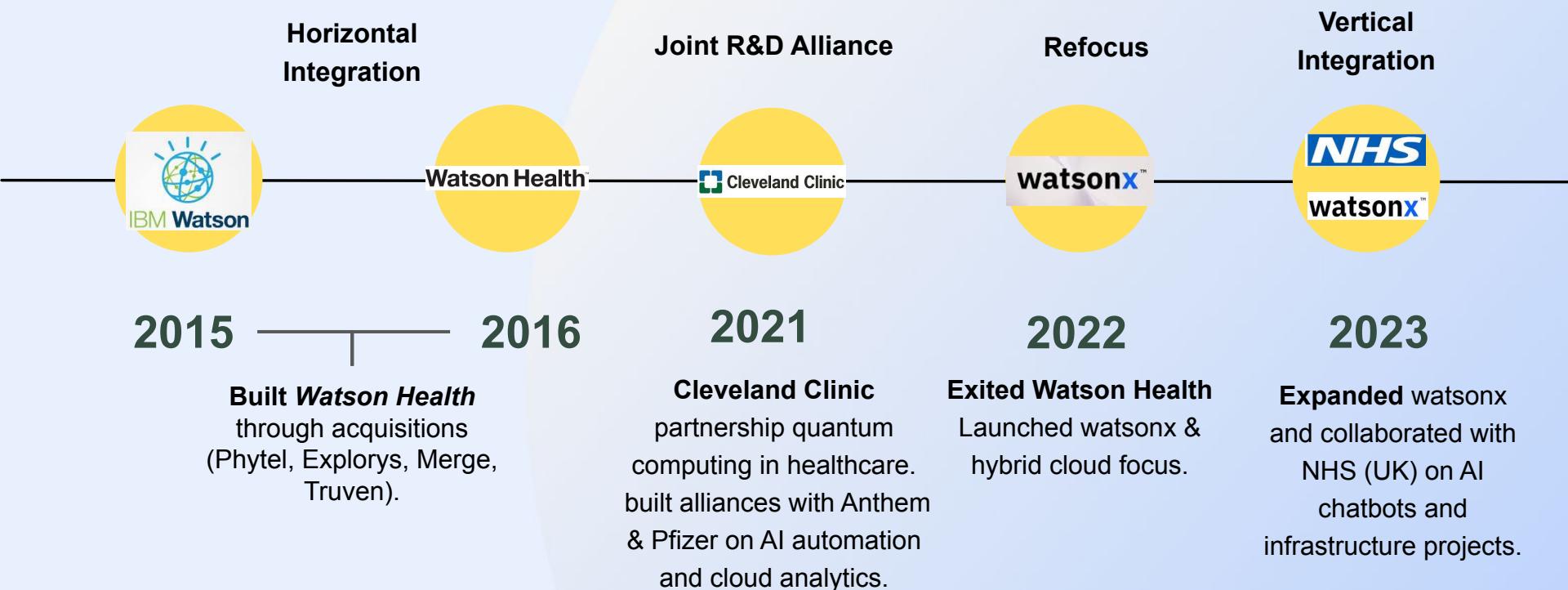
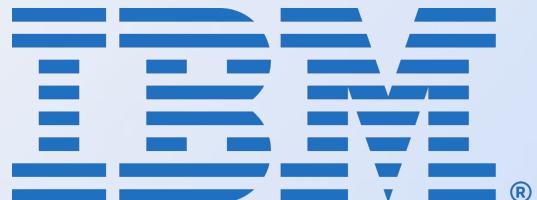
Corporate & Cooperative Strategies Analysis



Corporate & Cooperative Strategies Analysis



Corporate & Cooperative Strategies Analysis



The AI in Healthcare Landscape



The Market

The market is booming, set to exceed **\$180 billion by 2030**.

It's a race between **Big Tech giants** and dozens of **fast-moving startups**.



Win in Healthcare AI

To build trust, companies must prove the AI is **safe and reliable**.

The technology must also **integrate seamlessly** into hospital workflows.

They must master **complex regulations** to secure FDA approval.

Winning Strategies



The Integrator



Build their one connected ecosystem.
(Cloud + AI + Partners)



The Innovator



Provides secure,
enterprise-grade
AI infrastructure.



The Trusted Partner



Leads with cutting-edge
R&D and massive data
scale.

Conclusion

“Technology Creates the Tool, Collaboration Creates the Impact.”



- AI Provides the Power, Healthcare Integration Delivers the Advantage.
- Microsoft's partnership-centric model is the current blueprint for turning great tech into practical solutions.

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Thank You!

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Happy Diwali

