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**By**

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**Date: 04/14/2021**

**Title: XN Project: Industry Overview**

**ALY 6080 – Integrated Experiential Learning**

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**What types of products or services do your sponsor's corporations sell?**

Keva Health Inc is a digital platform that generates customized health care for all people. This company is the Sponsor for this Experiential Network (XN) Project and collaborated with Northeastern University. The main goal is to provide patients seeking innovative ways to deliver & access care management for many respiratory health conditions. This tool also enables surgeons to effectively monitor and track patients with respiratory illnesses. Keva Health went a step ahead and built core partnerships with the Governments, Educators, Clinical Trials, Institutions, and Organizations to discover and invent productive solutions for the people and make their lives easier, safer, and better. These services aid the company analysts in creating and deciding the health plans by investigating the medical usage and provide recommendations accordingly. Some of the best services and products that are offered by them are:

* Integrating clinical data and treatment plans
* Providing medications, Telehealth, EHR/ EMR support
* Reimbursement solutions for the patients on this platform
* Empowers remote patients and physicians
* Easy to monitor, analyze, and solve respiratory health problems

**Who are their competitors?**

Keva Health company is a healthcare-based company. So, we can say that it is in a big pool with lots of competition and opportunities. This is one of the growing industries to fight societal problems and challenges. Keva has to compete with more than 600+ companies. After rigorous research, I have found out that there are 3 direct competitors to Keva. They are Biofourmis, Bond Digital Health, and AirStrip. The race is an unavoidable part of the creation of business. By employing the rivalry in the corporate ecosystem, Keva can improve and exponentially grow its business.

In which, Biofourmis provides remote monitoring platforms for enhancing patient health management. This analytics platform monitors the real-time patient details and biological changes for practical and anticipatory healthcare activities. The Bond Digital Health company provides digital healthcare results to assist in patient management. It collects data on a cloud-based platform to monitor and analyze it, the data is transferred to the doctor in real-time. The AirStrip company mainly advances mobile which allows care providers to access live patient data. Doctors and managers can assess and interact with this data seamlessly.

**How is the industry changing?**

At present and in near future, the health care industry going to boom like anything. Technology and the services provided by the companies and hospitals are drastically changing and adopting innovative methods in dealing with critical diseases. The explanation for this is that waste minimization, both in terms of time and energy, is normally focused on service planning. Industries are adopting world-class strategies and equipment to ameliorate people's lives. It is crucial to important to analyze the data. Every industry at some time faces hard times and comes with a good strategy in developing skills, expertise, technology, and services. The growing number of claims and EHR data, combined with the power of data analytics, will increase transparency and improve treatment for a particular medical facility. Health analytics will provide you with a precise price-to-outcome ratio for a particular service. Healthcare data analytics has been instrumental in developing personalized medicine solutions that use machine learning to provide patients with the best treatment options. It allows doctors to be more accurate, proactive, and efficient. You will benefit from personalized medicine advances if you work with a small to a medium-sized healthcare organization.

Data can come from both internal and external sources. Electronic health records (EHR), clinical decision support systems, CPOE, and other internal sources will be used. External sources include government agencies, pharmacies, insurance companies, laboratories, and so on. To evaluate the data collection, the precision medicine program uses data analytics in nursing, genomics, and healthcare information technology (s). In the field of precision medicine, huge investments and research are being made by both the government and the private sector. It also aids the practitioner in comprehending the intricate workings of a patient's wellbeing and correctly diagnosing the patient. It's a project that has the potential to improve the emerging patient-driven research paradigm. It has the potential to speed up scientific research and provide scientists, surgeons, and nurses with new resources and knowledge to help them move forward with their treatment plans. It uses an unconventional approach that takes into account the patient's unique genes, lifestyle, and atmosphere.

**If you were CEO of this company, what would be keeping you up at night?**

If I were the CEO of Keva Health, I would focus on growing the company in a variety of ways, such as increasing employee satisfaction and increasing consumer savings. I'd try to compare with rivals to add the missing features and develop the company's user base. As a result, I'll be recording the necessary priorities and vision to better articulate them to the team. I would also continue to think about how to innovate in the areas of other health devices and products. Keva Health is more of a technology company than a business company, and the most significant factor in their success is that they are still first in their respective domains. I also want to address recruiting and promotion practices, cultural obstacles that enable underlying inequalities to remain, and the effect of the everyday work climate not fostering an equitable and positive atmosphere for all workers.

I also provide a study with a suitable element based on their analyses. Each service and provisions depend on the outcomes. As a result, Data Analysis, Data Science, and Machine Learning Algorithms play a critical role in identifying and providing effective results. The key concern that would keep me up at night would be how to create an effective strategy in which to gain more practical information, useful business experience, and industry readiness. My goal would have been to develop a useful application for people to track their progress.

**References**

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