

# DIGITAL HEALTH COMPETITOR ANALYSIS

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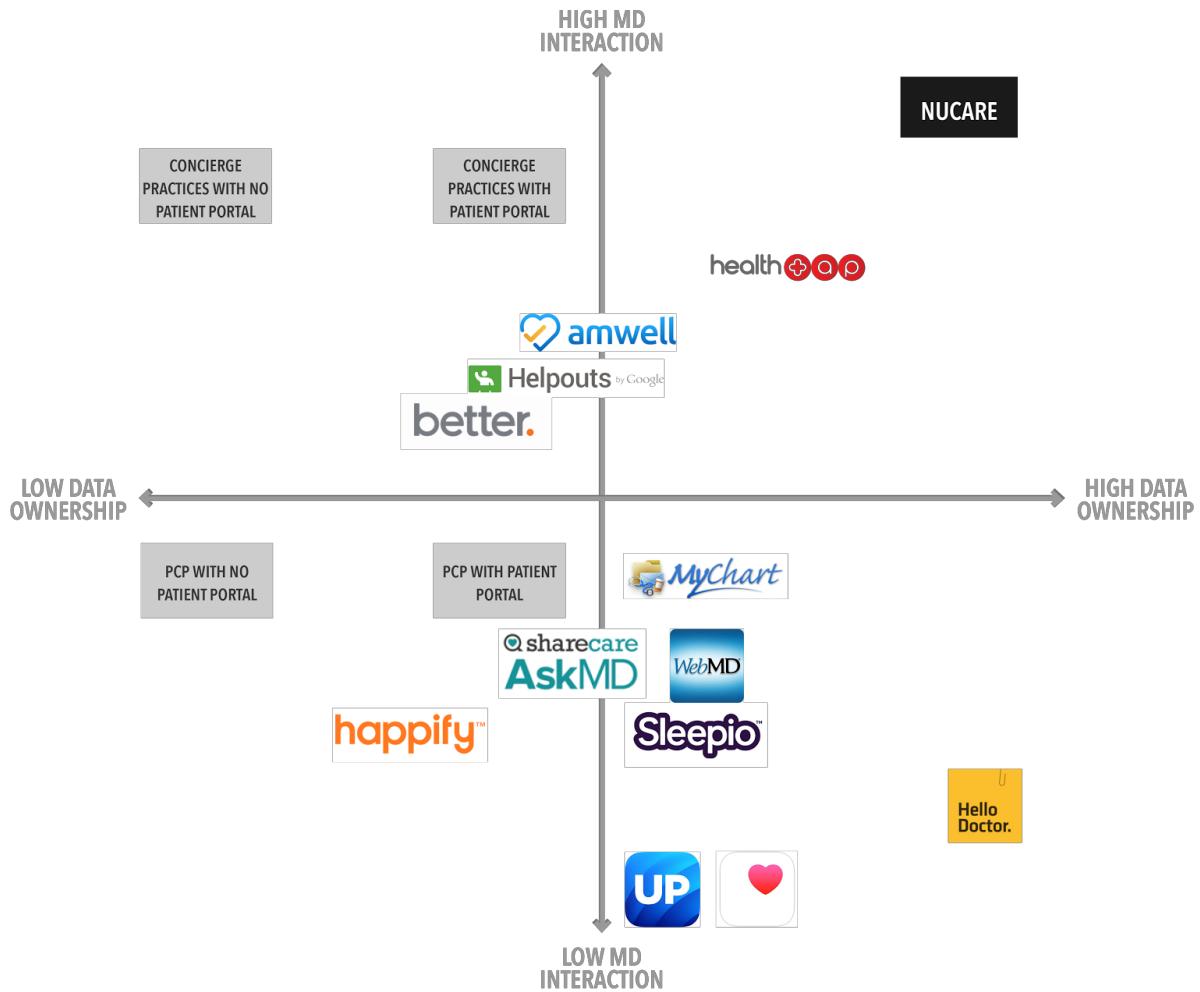
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## COMPETITOR OVERVIEW MAP



**WHITE SPACE:** to provide better or more doctor interaction than HealthTap/Amwell/Better. (possibly incorporating F2F), and more comprehensive and effective data ownership (that translates into a computable medical record).

MyChart can prove to be a big competitor soon, as it has a large portion of the EHR market and now connects with HealthKit

## DOCTOR-PATIENT INTERACTION

### Healthtap

The first screenshot shows the main landing page with a doctor profile and a question input field. The second screenshot shows a feed post about vegetarian diets with a photo of a salad. The third screenshot shows a 'Checklists' screen with a search bar and a list of categories.

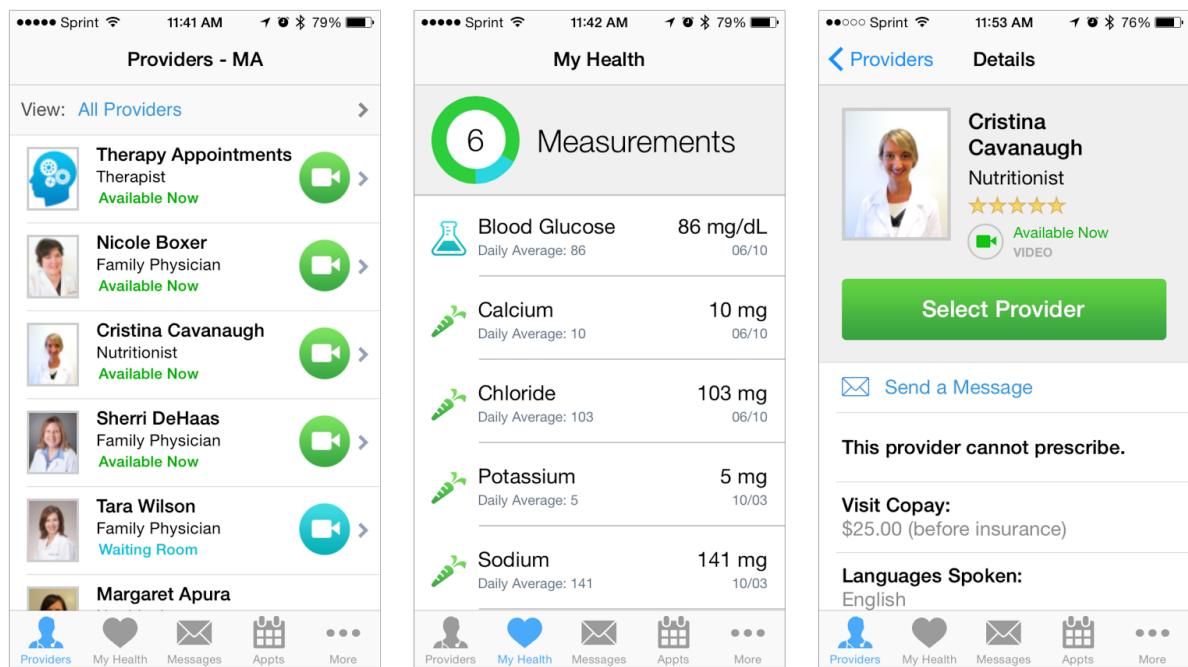
The first screenshot shows the 'Checklists' screen with a goal search bar and browse goals. The second screenshot shows the 'Health Files' screen with a photo of a PDF document. The third screenshot shows a dark-themed sidebar with various user options.

- **Business:**

- 38.3 million funded in 5 rounds, 12 investors;
  - 11 employee company started in 2010
  - started first with free information app, now freemium model where you can pay \$99/mo to upgrade to premium and get access to live video/text chat consultation with doctors
  - app+website (almost all features available on both)
- *Value Proposition:*
  - “an accessible network of doctors” to help make sense of all the medical info on the web, virtual consultation is new,
  - Make doctors more visible and connect easily with patients to help them; boosts their morale (thank you notes)
  - all-in-one place to store your medical data and share it with doctors online
- *Features:*
  - ask anonymous question to network of doctors (free, character limit)
  - Profile is pretty close to a PHR-includes demographics, family history, vaccinations, pregnancy, lifestyle, pharmacy, insurance, conditions and symptoms, allergies, medications, treatment, etc.
  - Consult with a doctor via live chat (premium version \$99/mo)
  - can order prescriptions through virtual doctor interactions
  - “To-Do” lets you follow health topics and select virtual programs to improve health
  - Can add “Topics” to input personal health info so doctors can better consult with you
  - helps boost doctor morale with the thank you notes
  - “People you care for” can input family members to consult on their behalf
  - suggests doctors for you based on inputted topics and location
  - videos online advising doctors on protocols for virtual consultation
  - Can upload medical documents to store and share with providers
  - doctors are using it to help “triage” patients to direct them to the right doctor
  - connects with Health app
- *Issues with the service:*

- doesn't yet seem to have functional concierge doctor component-though you can follow specific doctors and join their "virtual clinics"
- issue with liability? What happens when doctor gives unsound advice? Are they responsible in the same way that they would be in person? AMA President said: "Using this information in isolation could pose a threat to patients"
- information architecture could be vastly improved

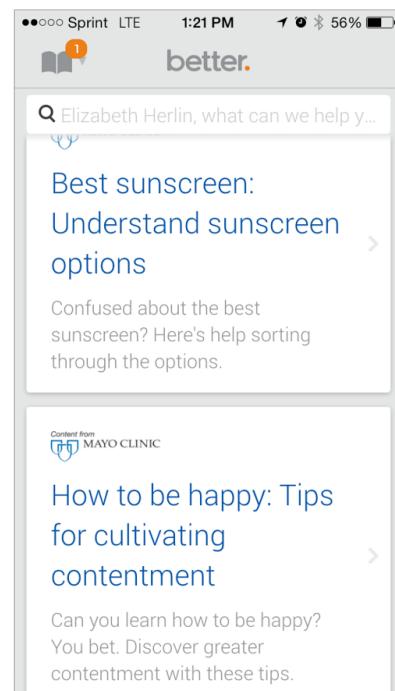
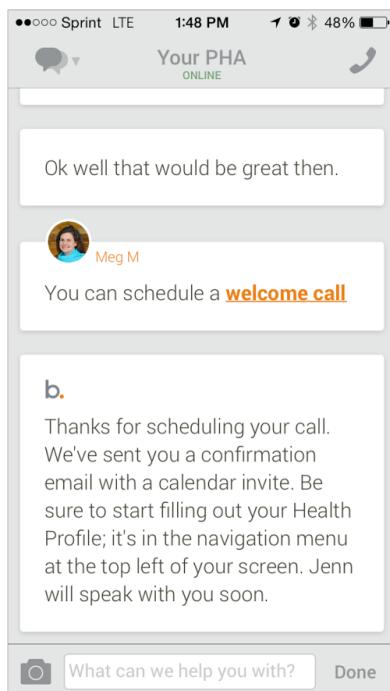
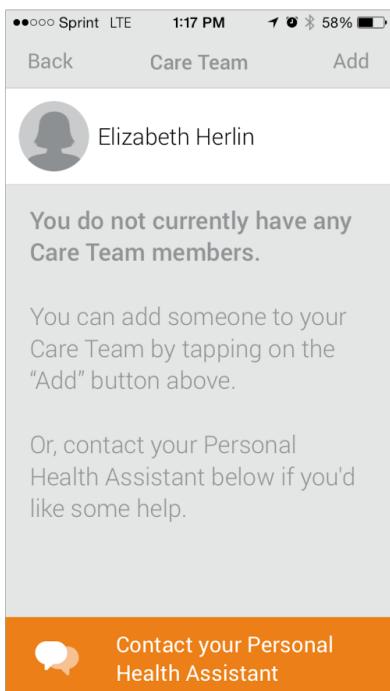
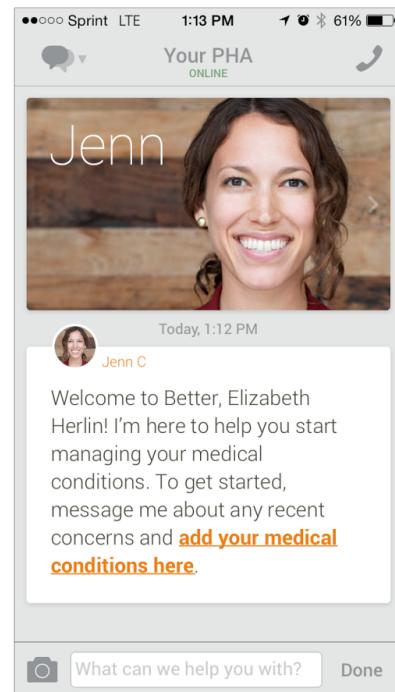
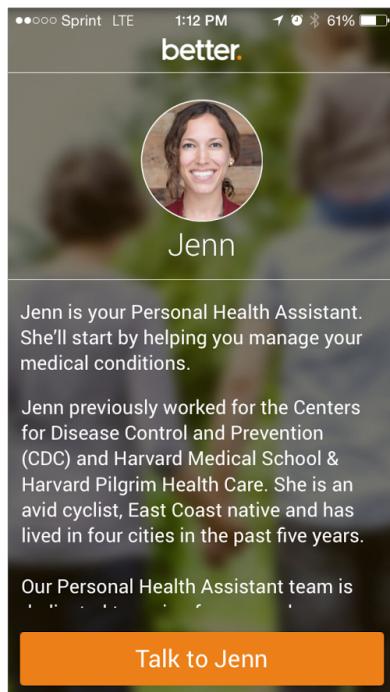
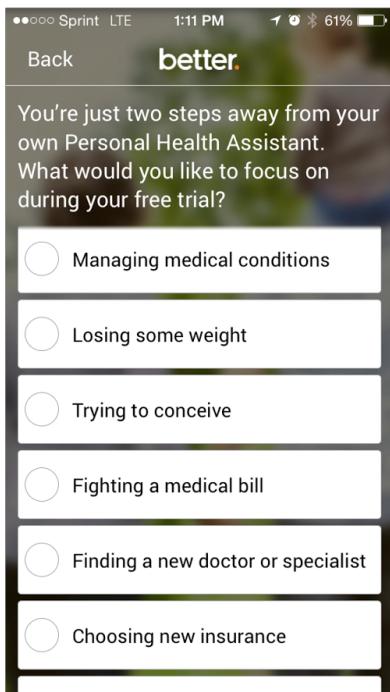
## Amwell



- *Business:*
  - "telehealth services partner"
  - Has a clinical and operations team to screen clinicians to make sure they can meet patient demand, and a network operations center to help clinicians build/manage their own telehealth networks
  - app + website
  - app is free, pay individual copays for each consultation
- *Value Proposition:*

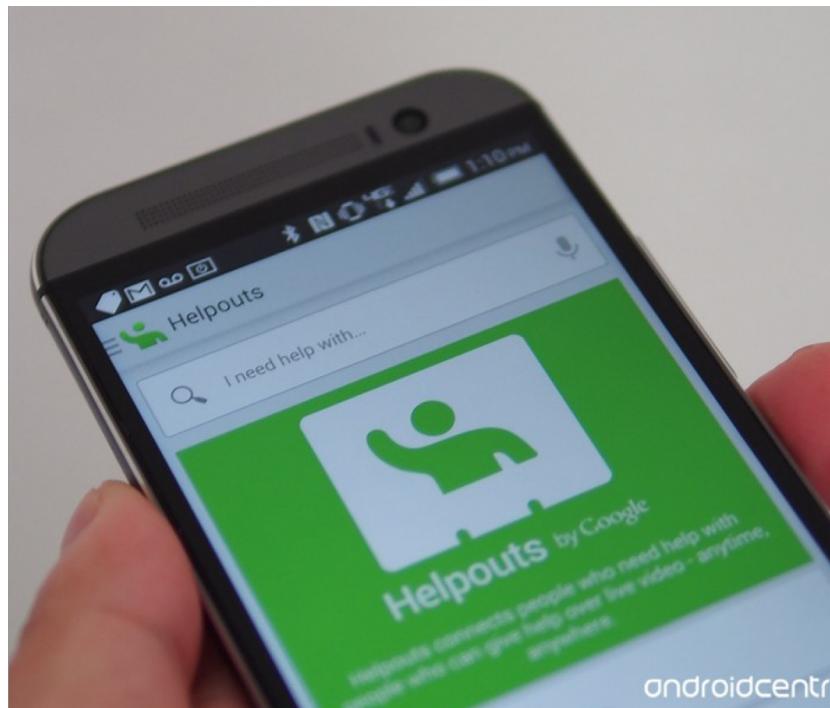
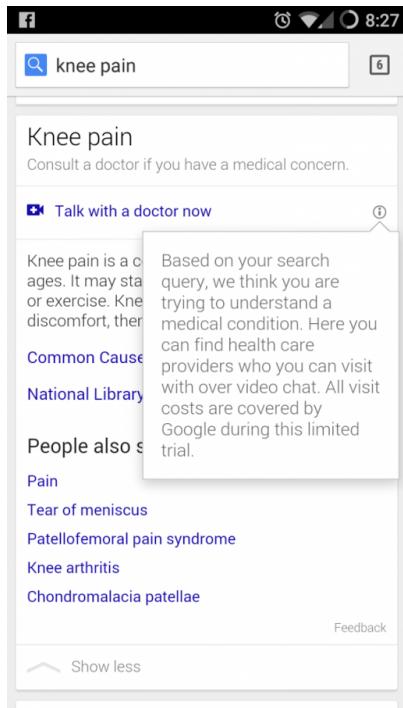
- Get immediate remote access to a doctor and easily share your stored medical information with them
- *Features:*
  - videochat consultation with any available doctor, scheduling for later too
  - connect health app or other compatible apps and control read/write permissions for you data
  - manage in/outbox with doctors
  - doctors send a follow up report that creates a sense of transparency and trust that doesn't exist in traditional pcp model
  - Seems like video chatting service is more advanced than healthtap
- *Issues with service:*
  - Doesn't have any prep/intro to brief on the system and collect basic information
  - website is VERY different from app, many more features available in building health history record, but no way to connect source via website
  - Doesn't have a good way to review history of interactions, or the right to update medical history to modify info/careplan
    - on website only, you can filter providers by preferred and recent
  - there is no concept of a careplan, at least not one made visible to the user
  - information recorded during interaction and sent to you in a report essentially doesn't exist to you
  - services is limited by the available providers, many of them can't prescribe
  - doesn't have the doctor-patient information network like Healthtap

## Better.



- *Business:*
  - \$19.99/mo or \$192/yr single membership
  - \$49.99/mo or \$480/yr family membership
  - backed by Mayo Clinic and Social+Capital Partnership
  - PHRs are a small group of Mayo clinic nurses handling all of Better.'s customers
- *Value Proposition:*
  - Get help navigating the healthcare system in terms of both your health and your finances; "VIP concierge"
- *Features:*
  - symptom checker, tips for condition management and relevant article
  - "welcome call" to understand your needs
  - constant access to a personal health assistant
  - referrals, prescriptions, etc.
  - "careteam"
  - also helps with handling insurance plan, billing, and financial matters
  - vague concept of a careplan with the initial goals section
- *Issues:*
  - very minimal PHR
  - no connection to Health or external health tracking apps
  - doesn't appear to have any form of video chat, just messaging and phone calls

## Google Helpouts



- *Business:*
  - implementing a telemedicine service through the Helpouts platform
  - Google is covering costs of virtual doctor visits for the research trial

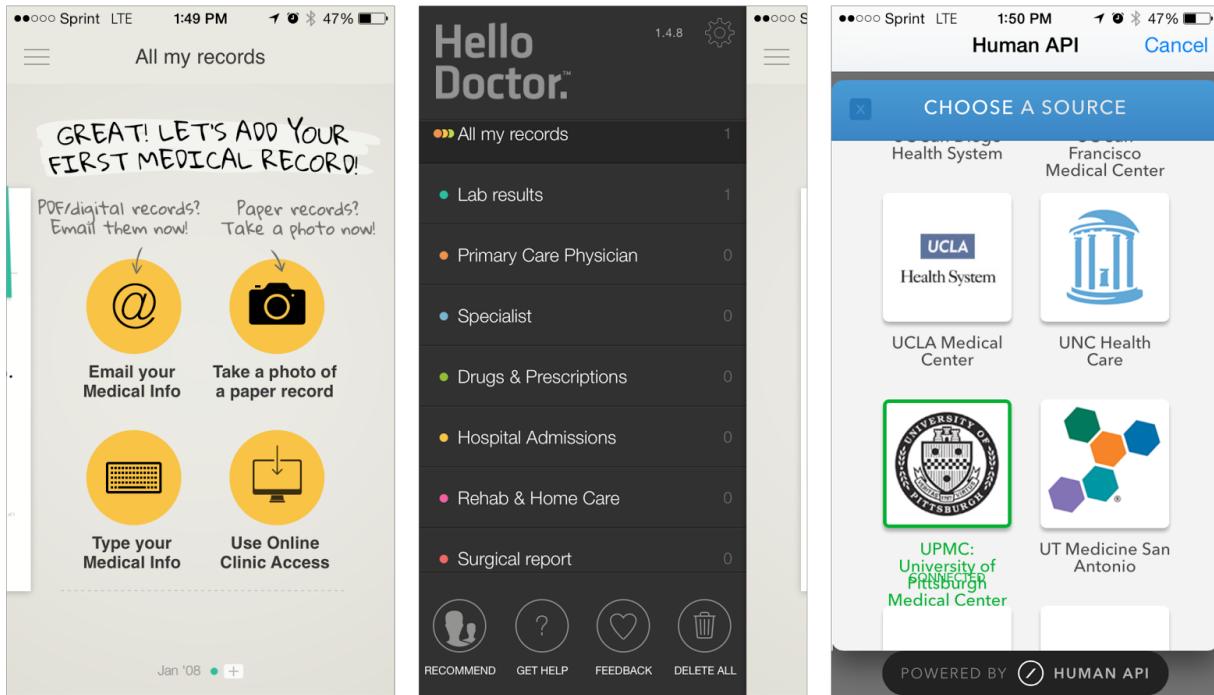
- *Value Proposition:*
  - get immediate creditable health navigating the mess of online health information

### **Spruce**

- Video chat diagnosis and prescription service for dermatology and acne

## DATA OWNERSHIP

### HelloDoctor



- *Business:*
  - free mobile app
- *Value Proposition:*
  - secure, step by step health data collection and storage
- *Features:*
  - manage data from multiple sources
  - can email docs, take a picture with your phone, manually type, or sync your patient portal to input data
  - secure and easy email platform to import documents ("record tagger")
  - easy organization of information using "smart lists"
  - add notes and questions anywhere on the docs
  - can share with your doctor
  - supposedly connects to existing institutions' patient portals (though I connected mine and didn't see any benefits of doing so)
- *Issues:*
  - user experience is pretty bad so far...
  - no easy connection to existing health apps and devices

## MyChart

The image displays two side-by-side screenshots of the MyChart mobile application. The left screenshot shows the 'Track My Health' dashboard. At the top, it says 'Track My Health' with a profile picture of a man. Below that is a navigation bar with 'Day', 'Week' (which is selected and highlighted in blue), 'Month', and 'Year'. The date range 'September 24 - September 30' is shown. Under 'Blood Pressure', it says '141/93 mmHg' with a graph showing a red line with dots. Under 'Pulse', it says '85 BPM' with a graph showing a blue line with dots. Under 'Steps', it says '4,391' with a goal of '8,000'. At the bottom are buttons for 'Manage Connections' and a plus sign. The right screenshot shows the 'Medications' list. It has a header 'Medications' with a profile picture of the same man. Below are five entries, each with a small purple icon and a right-pointing arrow: 'simvastatin (ZOCOR), 40 MG tablet', 'albuterol (PROVENTIL/VENTOLIN), 90MCG/AE...', 'levothyroxine (SYNTHROID), 100 MCG tablet', 'diltiazem (CARDIZEM CD), 240 MG ER capsule', and 'acetaminophen (TYLENOL), 500 MG tablet'.

- *Business:*
  - free app sold to practices to make available to their patients, a commercialized patient portal
  - serves as ehr/patient portal for over 50% of patient population ([ref](#))
- *Value Proposition:*
  - a patient portal to connect with your existing physician practice
- *Features:*
  - Syncs with Health app
  - pay bills through system
  - control health data and history, and permit it to be shared with others
  - manage medications and physician appointments
  - communicate with your doctor through a secure messaging platform
- *Issues:*
  - only available to you if affiliated with your practice

## Practice Fusion

The screenshot shows the Practice Fusion EHR interface. At the top, there's a navigation bar with links for Help, Jeff DeWalt, Mulberry Family Practice, Settings, and Log off. Below that is a header for patient Sarah Williams, showing her name, age (30), gender (Female), birth date (2/5/1984), insurance (Blueshield), and phone number (555.248.1234). A dropdown menu for 'Actions' is open, showing options like 'Edit visit', 'Print visit', 'Send message', etc. Below the header is a search bar and a toolbar with 'Save' and 'Sign' buttons.

The main content area is divided into sections: 'Chief complaint' (Fatigue, diabetes check-up), 'Vital signs' (TEMP: 98.8, SOURCE: oral, BP: 115/70, HEIGHT: 69 in, WEIGHT: 142 lbs, BMI: 21.0), and 'Note' (Patient describes fatigue as persistent, Patient has tried to go to bed earlier, Patient is concerned about exercise, Patient has not been able to exercise). To the right of these sections is a 'Note' section titled 'Record subjective' containing a detailed note about a 30-year-old woman named Sarah who has been experiencing increasing fatigue over 3 months. She has been working long hours and has not been able to exercise. The note concludes with a summary of her concerns and current status.

- *Business:*
  - free EHR
  - only patients within practices who have adopted the software have access
- *Value Proposition:*
  -
- *Features:*
  -
- *Issues:*
  -

## Microsoft HealthVault

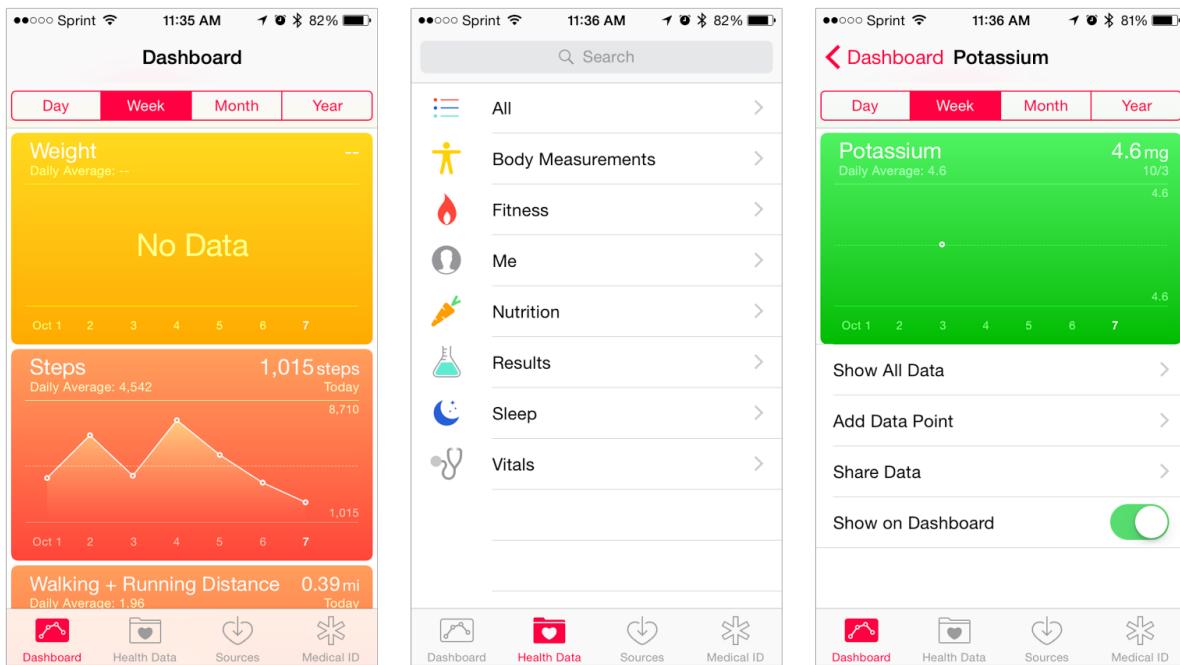
The screenshot shows the Microsoft HealthVault interface. On the left, there's a 'Health tracking' section with four cards: 'Weight' (132 lbs), 'Food & drink' (1232 cal), 'Activity' (30 min), and 'Sleep' (0 hrs). On the right, there's a 'Health information' section with three cards: 'Conditions' (3 current, 2 past), 'Immunizations' (16 received), and a detailed list of immunization history including Diphtheria-tetanus-pertussis vaccine (DTP), Hepatitis B vaccine (HepB), and Varicella vaccine (Varicella).

- *Business:*
  -
- *Value Proposition:*
  -
- *Features:*
  -

- *Issues:*

- 

## Health Kit



- *Business:*

- it's apple.

- *Value Proposition:*

- creates a customizable dashboard of your health information to unite all of your health-related applications and control read/write permissions of the information
  - store a "Medical ID" to be accessible by medical providers

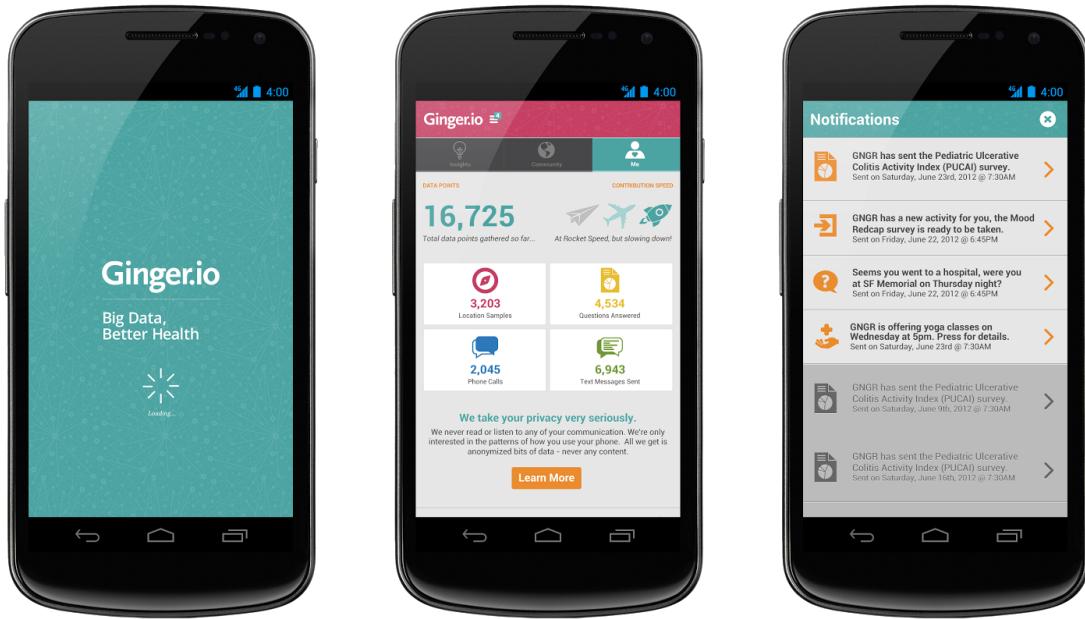
- *Features:*

- can choose from large variety of health metrics to include in your dashboard
  - add data points or pull data in from other sources
  - create medical id

- *Issues:*

- Information architecture could use improvement
  - no export feature to create a report for your doctor
  - still very buggy, many other apps are still waiting to make compatible

## Ginger.io



- *Business:*
  - currently only being used at partner institutions and for research into specific conditions (heart disease, mood disorders, and chronic pain disorders)
- *Value Proposition:*
  - share a more accurate picture of how you are doing with your doctor, without much effort in tracking your symptoms
- *Features:*
  - collects data from your mobile device on how much you move, sleep, and interact with other people to provide insights into your general health
  - shares this data with your doctor
  - encourages more truthful answers than an in-office questionnaire
- *Issues:*
  - very small scope right now
  - privacy issues (the sharing how much you interact with people might not sit well with people)
  - consolidation of this data into something meaningful for the doctor?

## PokitDok

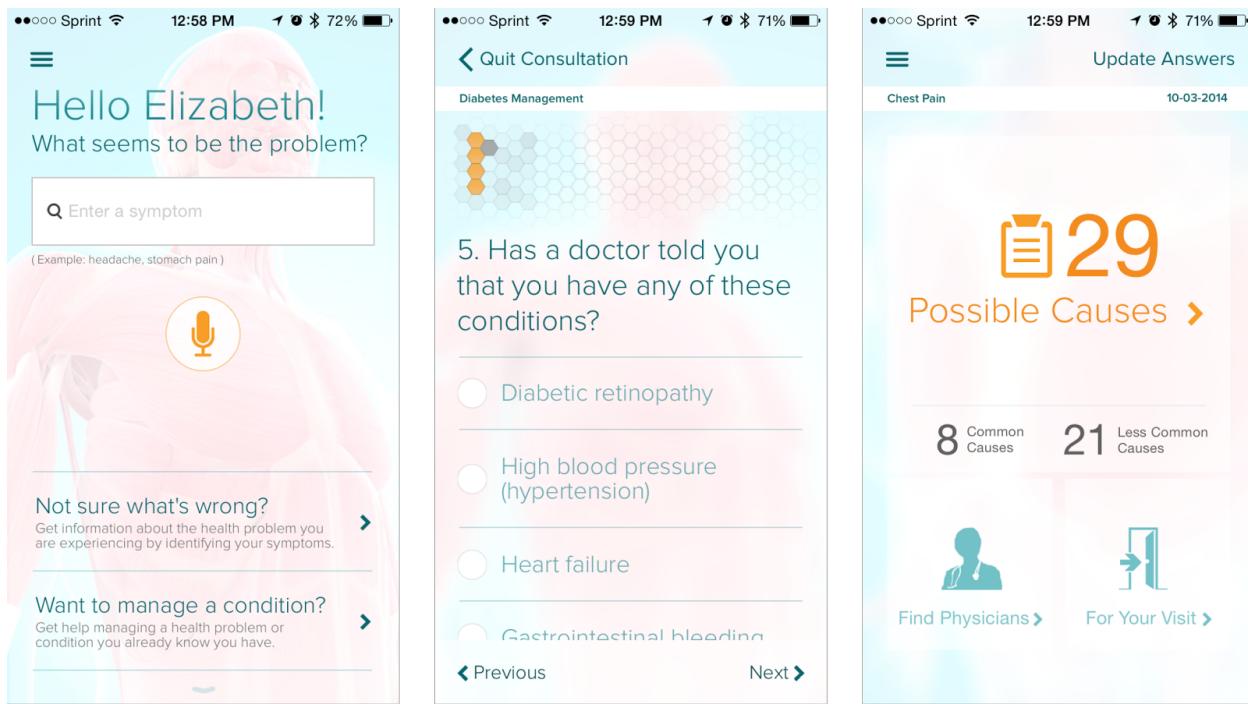
The image displays three screenshots of the PokitDok website:

- Search Interface:** Shows a search bar for "Arlington, MA" and dropdown menus for "Family Practice" and "By Condition". A "find providers" button is at the bottom.
- Provider Map:** A map of Boston and surrounding areas with yellow dots indicating provider locations. A callout box shows "Family Practice Arlington, MA change". Buttons for "up to 15 miles" and "pokit! selected" are present.
- Provider Profile:** A card for "Sebastian Tong" showing "no personal message yet". It includes contact options like "request a quote" and "add to pokit", and links for "phone", "email", and "give me feedback". It also lists "specializing in: Family Medicine" and a "My Practice" link.

- *Business:*
  -
- *Value Proposition:*
  -
- *Features:*
  -
- *Issues:*
  -

## PATIENT EDUCATION

### AskMD



- *Business:*
  - Sharecare founded in 2009 by WebMD founder, and incorporated AskMD
  - Acquired other companies, including RealAge, who developed the RealAge Test, a scientifically-based health risk assessment
  - Acquisition of PKC, bring evidence-based medicine to patients/providers for clinically informed communications
  - AskMD founded in 2013, web+free app
- *Value Proposition:*
  - uses your detailed symptoms to create a report of possible causes, and prepares a printable document to take with you to your doctor along with providing relevant resources
  - have a more productive doctor's visit
- *Features:*
  - prepares possible diagnoses
  - provides support for managing known existing conditions
  - report feature for doctor visit
  - connects you to relevant doctors in your area and insurance network
  - minimal patient health record
  - educational material so you know when you need to go to the doctor
  - connects with Health app
- *Issues:*

- health information stored in account isn't pushed into consultation requests
- very minimal phr
- can produce biased answers

## WebMD



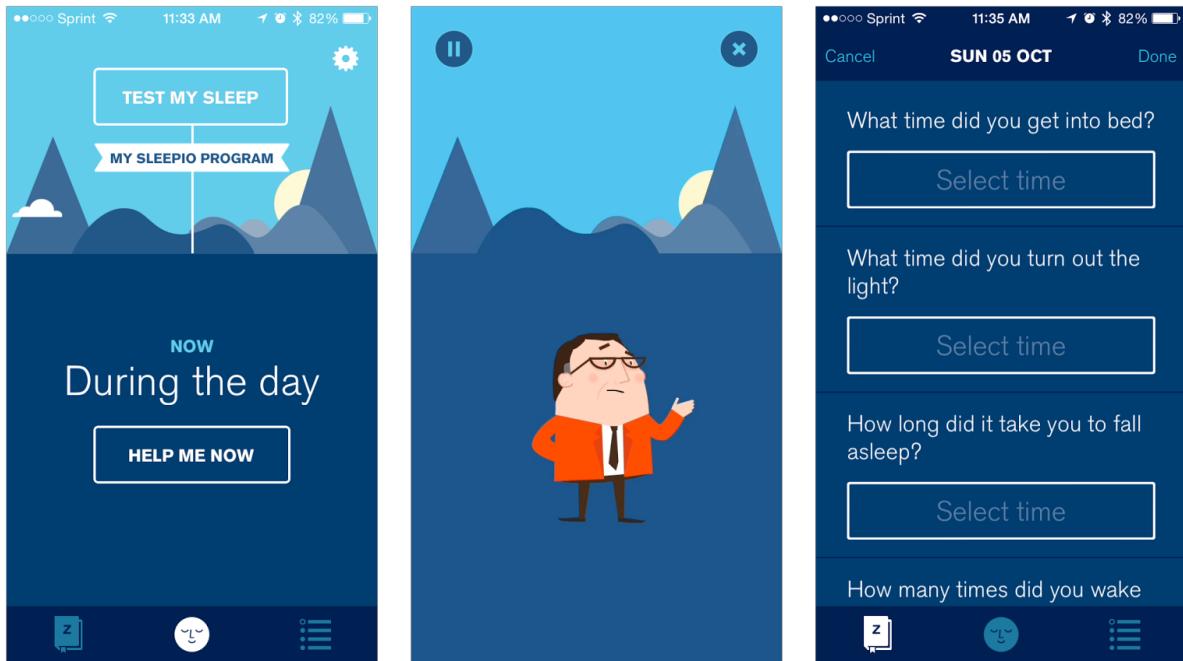
- *Value Proposition:*
  - an informational system to help you live healthier through case management, nutrition, and activity
  - it's like 4 apps in one
- *Features:*
  - a program to help hold you accountable toward achieving health goals
  - medical advice on symptoms, procedures, medicine, etc.
  - healthy living tips
  - healthy food/recipes
  - connects with most health tracking devices
- *Issues:*
  - *doesn't seem to have any form of phr*
  - *not accomplishing much more for me than a website would*

## Medscape

- app for clinicians to follow clinical news and studies, check for drug-drug interactions, and more

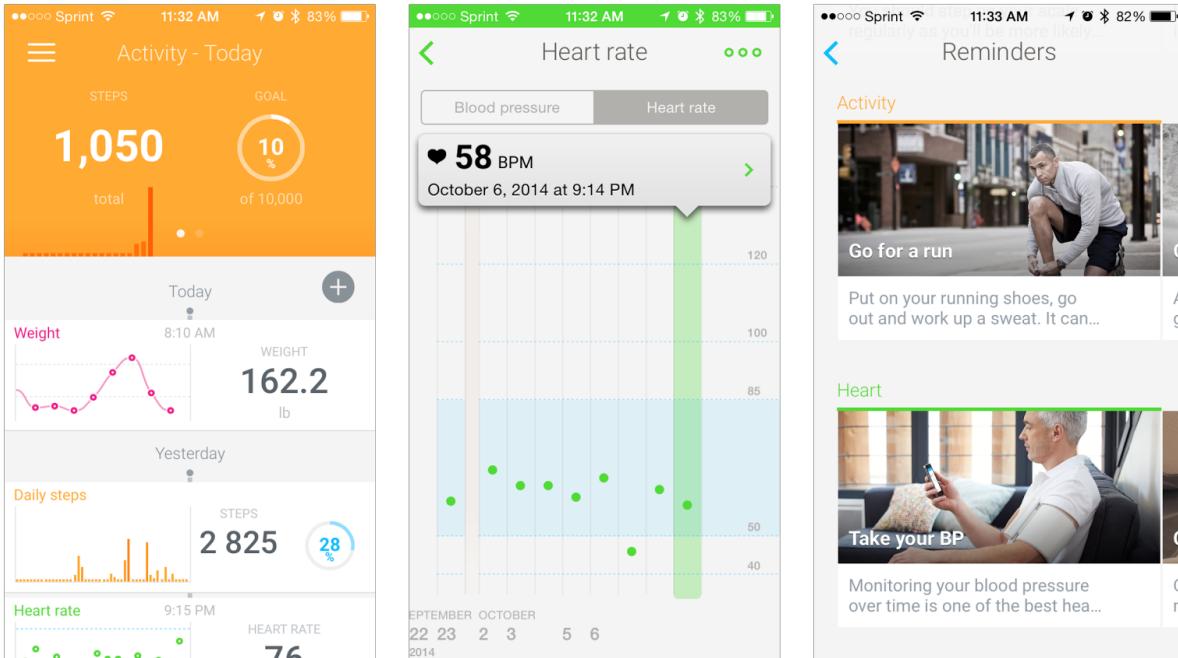
## HEALTHY BEHAVIOR ENCOURAGEMENT

### Sleepio



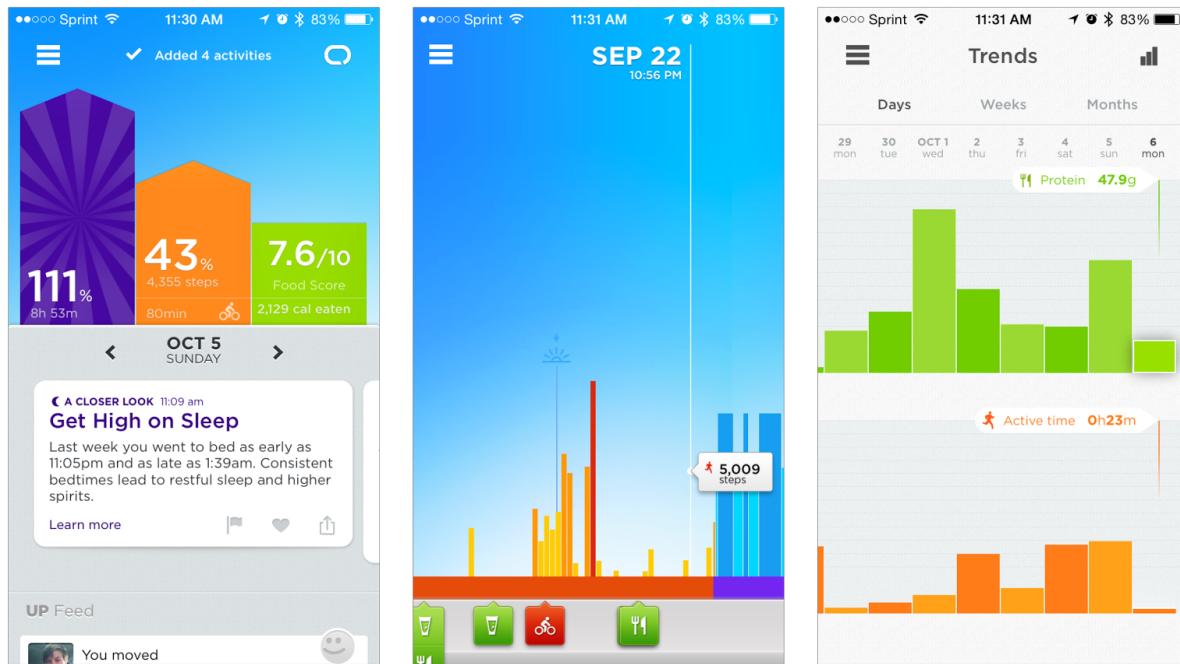
- *Business:*
  - Free 7-day trial, \$25/wk, \$149/12wks, or \$249/yr plan
- *Value Proposition:*
  - creates a tailored sleep program to help overcome problems with sleep
  - storage of sleep data in the form of a manually-inputted sleep diary
  - access to educational material about sleep
- *Features:*
  - sleep diagnosis and program assignment
  - sleep tutorials and relaxation programs
  - sleep diary
  - a little talking Scottish man to soothe your worries
  - connects with Health app
- *Issues:*
  - requires manual input

## Withings



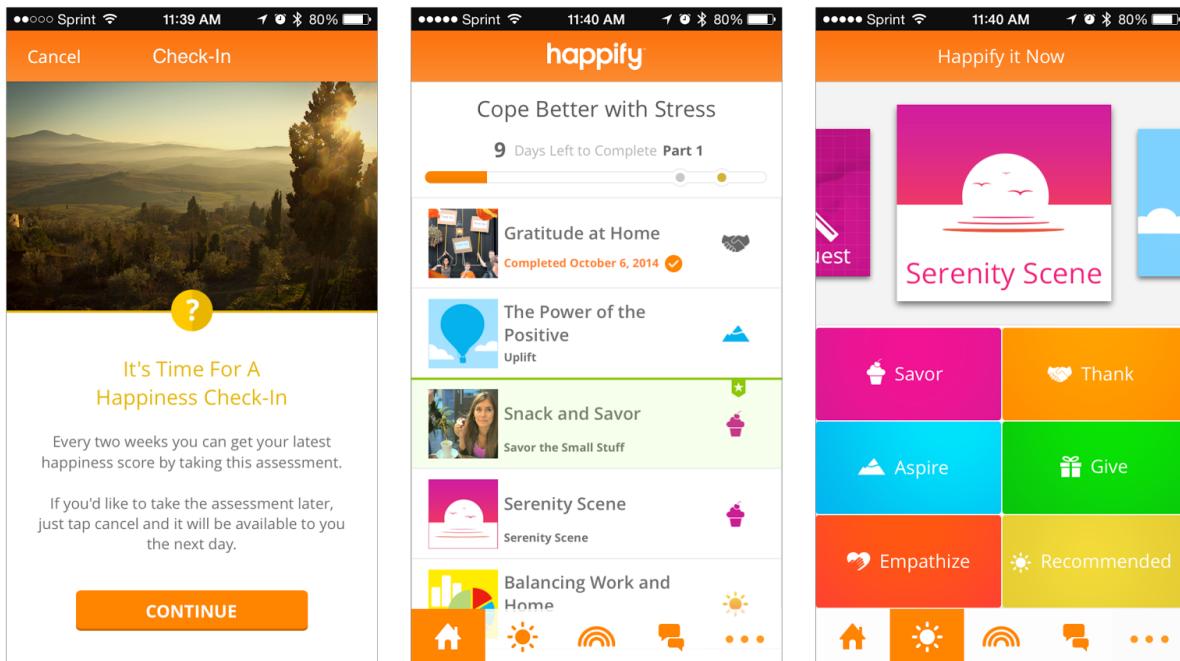
- **Business:**
  - founded 2008 with first smart scale on market
  - builds ecosystem of smart health devices and apps
  - just released new bp monitor and wearable activity tracker
- **Value Proposition:**
  - Improve your wellbeing by gaining insights into your own relevant health information
  - Focuses on the four health aspects of: weight, activity, sleep, and heart health
- **Features:**
  - can export certain metrics to your doctor
  - can log/view weight, BP, heart rate, and steps, and sync withings devices to source data
  - can set reminders to log data
  - syncs with Jawbone Up (not Healthkit as of yet)
- **Issues:**
  - Information architecture could be improved
  - Can't export any metrics besides BP, or even a general health report
  - no way to manually log sleep-you need their physical product

## Moves, Fitbit, Jawbone, Nike, etc.



- **Jawbone Business:**
  - Founded in 2006, sells consumer technology and wearable devices, transitioning now to mainly software platforms for data science (for smart watches)
  - Buy band for \$79/129, free access to app
  - No website (Fitbit has both app and website)
- **Value Proposition:**
  - tracks your activity level and sleep, and allows you to manually input or sync weight, nutrition, workouts, moods, goal, network, etc.
  - provides comprehensive insight into health behaviors, and actionable advice for improving those behaviors
- **Features:**
  - smart alarms, work out mode, and reminders
  - trends section compares any two metrics over time
  - team building and network motivation
  - provides daily health tips
  - mood tracking
  - syncs with other fitness apps, syncs with HealthKit
- **Issues:**
  - no health report feature to export and send info to doctor
  - mood is not an available metric in the trends section
  - very time intensive to input nutrition, weight, mood, etc. info

## Happify



- *Value Proposition:*
  - uses scientific/psychiatric research to create tailored programs of games and activities for being happier, managing stress, and promoting relaxation
  - be happier in just 2 months
- *Features:*
  - intro questionnaire to assess happiness score and relevant program
  - daily activities/games
  - immediate activities for quick breaks
  - feed of relevant articles and resources
  - access to the community of users for social support
  - progress reports and happiness score updates
- *Issues:*
  - doesn't appear to connect with any other applications (Up moods?)
  - Design is too...happy. Too many colors
  - no notifications, you have to remember to go into the app to do the activities