

How Digital and AI Will Reshape Health Care in 2025

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How Digital and AI Will Reshape Health Care in 2025

The definition of digital health is evolving. The era spurred on by the Covid-19 pandemic—think telemedicine and digital therapeutics, which have struggled to scale—is giving way to one defined by artificial intelligence (AI) and solutions that strengthen the bond between health care professionals and patients in an integrated manner, with appropriate economics to support them.

We see this shift reflected in trends that experts across BCG and BCG X anticipate will shape digital health in 2025. As AI matures, it is rapidly expanding possibilities for patients, providers, and health care organizations alike. New digital solutions are being leveraged to address gaps in care for chronic conditions such as heart failure, diabetes, and mental health. And the growing influence of generative AI (GenAI) on every aspect of health care—from personalized care to automated workflows—is a key theme for the upcoming year, as it was in 2024.

Let's dive deeper into how we expect digital and AI solutions to reshape health care in 2025.

PATIENT SUPPORT

This year, digital health tools will continue to transform patient care, improving their support and access. Smart implants and wearable devices that allow providers to monitor patients' cardiac activity, blood sugar levels, and other biological functions in real time from remote locations will enable better chronic disease management and improve patients' quality of life. As sleep continues to gain attention as a crucial biomarker for overall well-being, health tech companies are creating more advanced, accurate sleep-tracking tools.

A growing number of individually tailored apps and digital platforms will give patients more control over their medical conditions, predict flare-ups, and suggest real-time interventions. We expect consumers to increasingly rely on AI chatbots and virtual assistants for answers to health questions.

Digital health will continue to offer solutions to address gaps in women's health care, including femtech innovations to redesign traditional "hardware" used for women's health (such as the speculum), with the female experience at the center. It's a needed shift: A recent [BCG X survey](#) found that fewer than half of women respondents across the globe (41%) agreed that there are sufficient services to address their specific health concerns.

We are also beginning to see a maturing of partnerships between femtech health and wellness brands that can lead to interoperable ecosystems that pool women's health data and ultimately drive improved health outcomes.

PROVIDER EMPOWERMENT

Providers will be empowered and enabled by digital technology as well. AI can provide the analytical muscle to process vast quantities of personal patient data, powering highly personalized medical treatment tailored to individuals based on their unique health data from continuous monitoring devices, lifestyle inputs, and individual genetics. This enables providers to adjust treatment dynamically based on feedback in real time.

Artificial intelligence decision-making tools will become mainstream in 2025, giving doctors immediate access to evidence-based research and treatment guidelines. GenAI applications will accelerate diagnoses and minimize diagnostic errors, while speeding the delivery of patient care and more accurately predicting patient outcomes.

EMERGENCE OF ECOSYSTEMS

At the organizational level, our experts anticipate that the coming year will see an expansion of the use of AI to organize and automate entire workflows instead of just specific tasks. For example, rather than an AI tool that facilitates physician note-taking or scheduling, intelligent agents will automate an entire patient episode of care, from intake through treatment plan. Working across departments, AI programs will learn as they go, improving efficiency and outcomes at both the patient and system level. Health systems will benefit, but so will other types of health care organizations such as pharmaceutical companies, where GenAI can transform key activities such as clinical trials and regulatory submissions.

AI-driven data processing will also allow access to data that has until now been considered too disorganized to be useful, such as medical records, clinical notes, and physician/patient interaction information. Clinicians, payers, and drug companies alike will be able to draw out actionable insights from these data sets to improve patient care and outcomes. At the same time, expanded access will enhance different systems' ability to interact with one another, facilitating more seamless collaboration.

While GenAI continues to generate tremendous excitement in the digital health care space, it's not a panacea. Our experts recognize that some of these programs won't deliver anticipated results in 2025. When that happens, we emphasize the importance of going back to the basics: focusing on business outcomes and tracking key performance indicators. In this way, AI failures can drive more focused, sustainable transformation in the long term.

Clearly, 2025 promises to be a transformative year. We're excited to see how AI and more digital solutions reshape health care.

“With AI-driven solutions, wearable devices, and digital triaging tools, patients are no longer passive participants in their care but active managers of their health journey.”

Ashkan Afkhami

Managing Director and Senior Partner



Every patient will soon have the tools to find the right care, support, and treatment tailored to their unique needs. We're at a tipping point in patient care. With AI-driven platforms, wearable devices, and digital triaging tools, patients are no longer passive participants in their care but active managers of their health journey. Technology is closing critical gaps in care, particularly in underserved communities, by enabling timely guidance, remote consultations, and personalized care plans. These tools empower patients to take charge of their health and promote a seamless, personalized experience that meets them wherever they are—whether at home, in the clinic, or on the go.

Digital health solutions that simplify workflows, optimize resources, and improve patient monitoring will enable clinicians to deliver continuous, high-quality care. AI-assisted technologies are helping to address capacity challenges, reduce diagnostic turnaround times, and improve treatment accuracy. Similarly, decision-support tools and real-time analytics are enabling smarter, safer care delivery. By integrating remote patient monitoring, automation, and predictive analytics, health care professionals can focus on what matters most: treating and supporting patients beyond the clinic walls. This shift will improve efficiency and empower clinicians to deliver proactive, patient-centered care.

By capturing, analyzing, and applying data to drive better treatments, therapies, and operational efficiency, health care organizations will realize their true potential.

By leveraging real-time insights and advanced analytics, organizations can detect diseases earlier, streamline care pathways, and optimize operations. Interoperable systems and secure data-sharing frameworks are critical for achieving these outcomes, ensuring data can flow seamlessly across stakeholders. As we move forward, ethical AI frameworks and integrated data strategies will be the catalysts for change, transforming health care into a precision-driven, efficient, and impactful ecosystem.

“Digital tools can help bridge R&D and access gaps, driving equity in health care for women.”



Johanna Benesty

Managing Director and
Senior Partner

Women continue to face barriers to accessing health care. Many factors contribute to lack of access, even in high-income countries—including economic disparities, limited R&D on women-specific health, and systemic biases. For instance, 26% of US women delay care due to cost. For many low-income women, this limits access to essential reproductive health services. Additionally, lack of R&D on women’s conditions like endometriosis or menopause leads to delayed diagnoses and inadequate treatment. Digital health offers solutions to address these [gaps](#). Telehealth has expanded access to underserved areas, and virtual consultations are proven to support women in rural areas who need mental health services. Health apps such as Eve and Flo collect critical health data about women’s menstrual cycles and ovulation, advancing research on women’s health and creating awareness. And AI can help reduce the cost of R&D on target groups. These digital tools can help bridge R&D and access gaps, driving equity in health care for women.

To fully harness digital health’s potential in low- and middle-income countries (LMICs), the health care ecosystem must overcome several challenges. Scaling digital health initiatives effectively remains a primary hurdle because many digital solutions that show promise in pilot stages struggle with long-term sustainability across diverse regions. Investment in digital infrastructure, talent development, and skills training is essential, as health care workers in LMICs often lack the technical training needed to operate and support digital health tools. Moreover, ethical considerations, especially regarding AI use, are paramount. Without clear guidelines and regulatory frameworks, AI risks exacerbating health inequities rather than reducing them. Cultural adaptation and community trust in these technologies are also critical, requiring a user-centered approach that aligns digital health solutions with local values and health care practices. Addressing these challenges will be key to advancing equitable access to health care in LMICs through digital innovation.

“As smart implants become more sophisticated, they will enable more proactive and tailored health care.”

Diego Bernardo

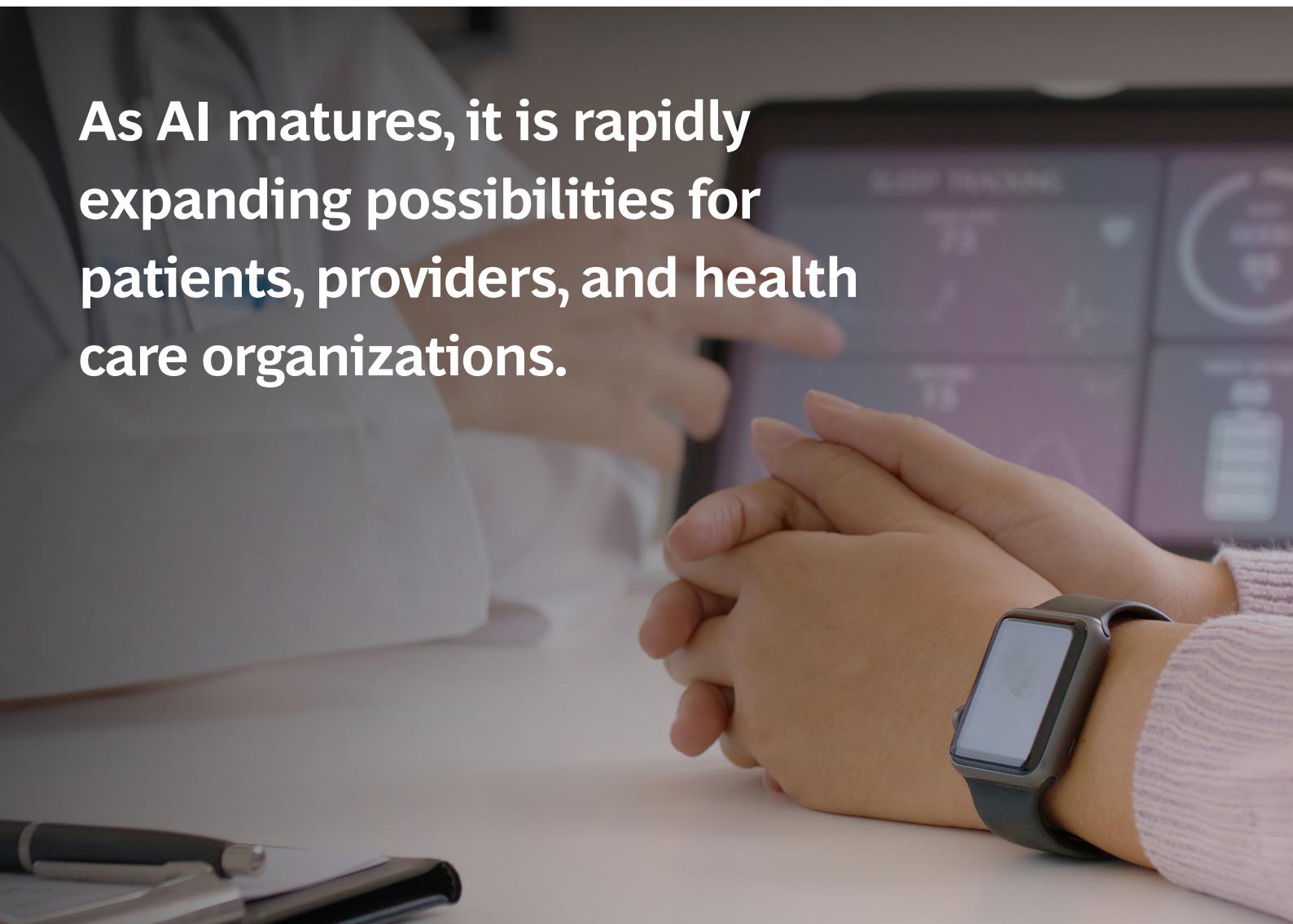
Principal



Smart implants will play an increasingly significant role in patient-centered care. Smart implants are advanced medical devices that integrate with the body's biological systems to monitor, diagnose, or treat various conditions in real time. These implants are equipped with sensors, microprocessors, and wireless communication technologies, enabling them to gather critical health data and adjust their function based on patient needs. For example, smart cardiac implants can regulate heart rhythms or detect arrhythmias, while glucose-monitoring implants continuously track blood sugar levels for diabetics. Neuro-prosthetics and brain-computer interfaces (BCIs) are also part of this revolution, allowing patients to control prosthetic limbs with their minds or even restore motor functions in cases of paralysis. These devices offer continuous, real-time monitoring and treatment, reducing the need for frequent medical interventions and improving the quality of life for patients with chronic conditions. As smart implants become more sophisticated, they will enable more proactive and tailored health care.

AI-powered N-of-one studies will expand, providing the computational power and advanced analytics needed to make personalized medicine feasible. AI and machine learning are key enablers of N-of-one research. In N-of-one studies, a single patient's unique data—such as genetic information, lifestyle habits, and continuous health monitoring—is collected and analyzed in real time. AI and machine learning algorithms can process this vast array of individual data, identifying patterns, predicting health outcomes, and optimizing treatments specific to the patient. These tools allow continuous learning from a patient's evolving responses to interventions, enabling dynamic adjustments to therapies based on real-time feedback. This personalized, data-driven approach can lead to more effective treatments and improved patient outcomes, making AI and machine learning critical to the future of precision medicine.

Vocal biomarkers that detect early signs of disease have the potential to speed interventions and improve patient outcomes. Vocal biomarkers represent a cutting-edge trend in digital health, where subtle changes in voice patterns are analyzed to diagnose and monitor various health conditions. By using artificial intelligence and machine learning algorithms, vocal biomarkers can detect early signs of diseases such as Parkinson's, Alzheimer's, respiratory infections, and even mental health disorders like depression and anxiety. These tools analyze factors such as tone, pitch, cadence, and even micro-tremors in the voice, offering a non-invasive, scalable method for continuous health monitoring. Vocal biomarkers hold particular promise in telemedicine, where remote assessment is critical. As the technology advances, voice analysis could become a routine tool in both preventive care and chronic disease management, offering early intervention possibilities and improving patient outcomes through real-time data collection. This approach also aligns with the growing trend of passive health monitoring using everyday interactions.

A close-up photograph showing a person's hands interacting with a digital interface, likely a smartphone or a tablet. One hand is pointing at the screen, which displays a dark-themed app with text and icons. A smartwatch is visible on the person's left wrist. The background is blurred, suggesting a medical or office setting.

As AI matures, it is rapidly expanding possibilities for patients, providers, and health care organizations.

“Resilient manufacturing processes will look to AI as a strategic enabler, helping pharma manufacturers meet growing demand with improved accuracy.”

Satty Chandrashekhar

Managing Director and Partner



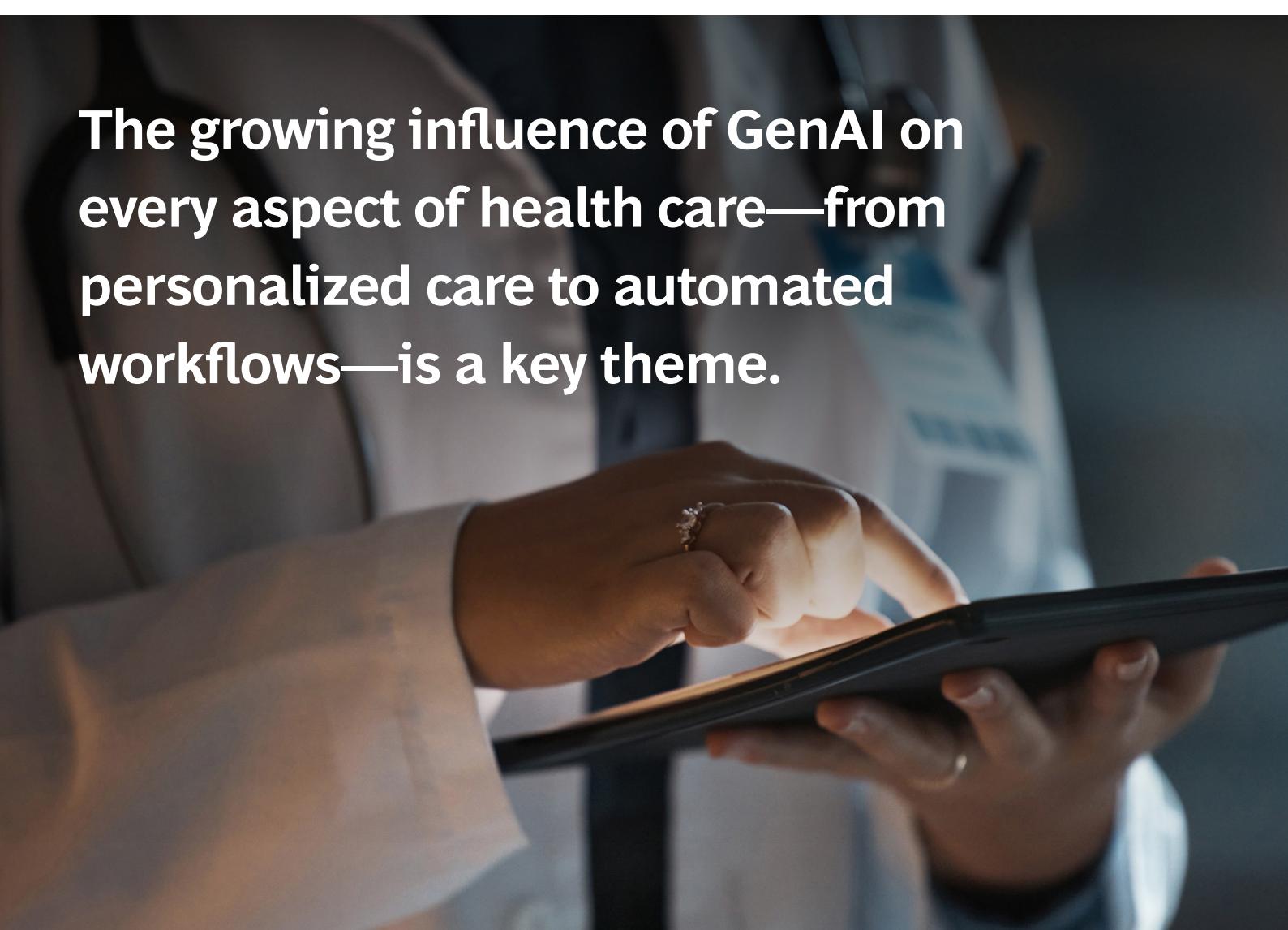
Drug discovery and development continue to accelerate.

Forward-thinking pharma and biotech organizations will continue to reshape their R&D agendas, leveraging customized language models to improve understanding of disease biology and accelerating processes to identify promising compounds. Models, both commercial and open, already present the potential to analyze vast biomedical data sets to suggest novel molecular structures or predict drug interactions. Combined with causal modeling approaches, the ability to identify clues previously undiscovered or underrepresented in clinical data will continue to evolve. And in 2025, this trend will further shorten discovery cycles and reveal more promising candidates to test in clinical settings. Clinical development will also continue to accelerate. By using AI to improve data quality, better understand data lineage, and enable evolved uses of operational and patient data to find the right sites and more precise populations for clinical studies, the industry will force a reckoning with operational data readiness.

Quality control comes of age in pharma manufacturing.

Generative AI (GenAI) has started to play a transformative role in ensuring higher standards of quality control in the manufacturing of pharmaceutical and medical device products. Leveraging this capability to enhance the detection and mitigation of deviations in manufacturing processes, AI will help organizations address quality issues in more standard ways across manufacturing facilities, many of them global, by analyzing vast operational data streams from production environments. This approach to quality control will allow manufacturers to adjust processes, reduce waste, improve yield, and increase product quality. An issue-resolution GenAI solution trained with historical data, for example, has the potential to help organizations assess the effects of minor changes on product outcomes, enabling companies to reimagine processes without extensive and often manual trial-and-error tests. Enhancing safety while staying compliant with regulations is critical to this effort—and at-scale can accelerate the speed at which new treatments reach the market. Resilient manufacturing processes will look to AI as a strategic enabler, helping pharma manufacturers meet growing demand with improved accuracy and lower production costs.

Pharma commercial enterprises will reimagine how they make data-driven decisions. Many pharma companies continue to transform how they generate insights and make strategic decisions. With the proliferation of real-world data from sources like electronic health records, patient registries, data related to social determinants of health, and other non-traditional sources, companies are harnessing AI to derive actionable insights at unprecedented speed and scale. AI platforms will synthesize complex data sets into clear insights that inform everything from market access strategies to patient engagement and salesforce optimization. Commercial teams will increasingly rely on predictive models to forecast trends, identify emerging therapeutic needs, and optimize pricing strategies in business-time. These models will allow mature companies to pivot quickly based on evolving global dynamics, competitor actions, and regulatory shifts. This will lead to new operating models and new ways of working to harness this data across the “extended enterprise” with speed and precision—to move beyond traditional silos and integrate information to drive more cohesive decisions in the organization and anticipate and respond to trends more effectively.



The growing influence of GenAI on every aspect of health care—from personalized care to automated workflows—is a key theme.

“Consumer behavior patterns will likely force established online health information gateways to offer their own bespoke AI tools.”

Nick Cristea

Vice President,
Experience Design



Consumers will increasingly use AI chatbots for health questions, and a growing number of people will see them as trusted resources. A KFF poll from August 2024 found that one in six adults say they use AI chatbots at least once a month to find health information or advice, rising to 25% for adults under 30 years old. As the technology improves, these consumer behavior patterns will likely force established online health information gateways to offer their own bespoke AI tools or risk losing web traffic. Once providers move past their risk-averse strategies, they will be able to start realizing significant operational efficiencies and competitive advantage by leveraging their “clinical expert” brands to attract patients to their AI services, while also reducing the burden on humans who staff the 24/7 triaging capabilities that they offer. Deploying these tools first as co-pilots for their “nurse line” staff provides an early stepping stone for building and testing their capabilities and ensuring that they do not get bypassed in the future as patients seek greater access to immediate answers and strategies to relieve their symptoms. The providers who architect these solutions most effectively will be able to realize a host of downstream opportunities in attracting patients, collecting data, and increasing effectiveness in triaging and routing patients to the most appropriate sources of care.

At-home diagnostic solutions will become a more ingrained part of how patients and providers interact. These tools should help simplify logistics for patients, especially those in more rural settings. One example is TytoCare, a portable medical exam kit with an app that sends information to providers. The company’s recent announcement of a new integration with Epic’s MyChart, in collaboration with the University of Miami Health System, will leverage TytoCare for medical exams and enable asynchronous workflows for remote patient monitoring and primary care. With big hardware companies continuing to invest in consumer health care solutions, there will be an increasing expectation of preventive care benefits rather than simply vitals monitoring, and more formalized partnerships will emerge. As clinical researchers discover new ways of detecting the early onset of disease through measurable biomarkers, patients with a history of chronic conditions will be able to sign up with remote monitoring programs, which in turn will feed more data back to the research teams. And, with the collation of richer personalized health data, providers will gain a deeper understanding of how best to automate solutions for patients or escalate to the right people at the right time, improving their operational efficiency while also decreasing time to treatment.

“By interpreting and synthesizing unstructured clinical data into actionable insights, GenAI will streamline workflows and improve efficiency.”



Andre Heeg

Managing Director and Partner

The combination of AI, genomics, and wearable tech is paving the way for highly personalized treatments. Digital therapeutics will evolve to offer precision care based on general population data and individual genetics, lifestyle, and real-time health data. For instance, we'll see more apps and platforms tailored to individuals managing chronic diseases that can predict flare-ups and suggest real-time interventions based on continuous health monitoring.

AI-powered decision-making tools will become mainstream, improving diagnostics, treatment plans, and patient outcomes. In particular, GenAI will give physicians near-instant access to research insights, treatment guidelines, and real-world evidence, allowing for more informed decisions. This will significantly reduce diagnostic errors and speed up patient care delivery.

GenAI will revolutionize health administration by automating the creation and updating of medical records, reducing physicians' time spent doing paperwork. By interpreting and synthesizing unstructured clinical data into actionable insights, GenAI will streamline workflows and improve efficiency. This will free up more time for health care providers to focus on patient care while ensuring that health records are more accurate and comprehensive.

“Medicine 3.0 prioritizes healthspan driven by improved prevention, personalization, and participation.”

Iana Kouris

Managing Director



The distinction between longevity and healthspan is becoming more and more important. According to *The Longevity Imperative*, by Andrew Scott of the London Business School, “In the UK in 1965, the most common age of death was in the first year of life. Today the most common age to die is 87 years old.” This sounds like great news. However, a longer life doesn’t always mean a healthy life. While the global life expectancy has continued to rise (from 66.8 years in 2000 to 72.5 years in 2020) and the healthy life expectancy (HALE or healthspan) has also increased (from 58.1 in 2000 to 62.8 in 2020), the gap between life span and healthspan has actually increased by 1 year during that time (from 8.7 to 9.7 years). Hence, on average, we spend one more year with disability/in poor health than we used to, according to the World Health Organization. This results in additional medical costs, challenges for our insurance systems, and increased years spent with suffering/discomfort.

The concept of Medicine 3.0 and shifting to proactive approaches in health care is gaining momentum.

While Medicine 2.0 focuses mainly on extending lifespan and disease treatment, Medicine 3.0 expands this and prioritizes healthspan driven by improved prevention, personalization, and participation, as noted in *Outlive* by Peter Attia. This drives demand for regular health checks, popularizes prevention approaches, and leads to the emergence of new businesses in these areas.

Generative AI in health care is driving better access, personalization, and quality. In particular, GenAI can support health care in the area of Medicine 3.0. For instance, it can drive personalization through chatbots, virtual assistance, and more precise analysis of health-related data. New GenAI models focused on medical applications will be developed that can, for example, interpret data from medical imaging, lab results, and electronic health records to produce written or spoken recommendations.

“If 2023 was about GenAI experimentation and 2024 was about point solutions, 2025 will be about value delivery through end-to-end transformation.”



Julius Neiser

Managing Director and Partner

More than a third of ongoing GenAI programs will fail to deliver value in 2025, and some health care players will draw the wrong conclusions from that. Many GenAI solutions are delivering true impact by, for example, reducing medical/regulatory writing effort by 50% and shaving valuable months off drug launch timelines. But more than a third of programs fail. The takeaway from these failures should not be to reduce funding, but rather to build on the lessons learned: obsess about business outcomes, rigorously track key performance indicators, and concentrate on the important people aspect of GenAI transformations. The failure of some programs will ultimately pave the way for more sustainable and impactful transformations, driving a sharper focus on integrating GenAI into existing health care workflows.

We will see an evolution from health care GenAI point solutions to agentic end-to-end process transformations. If 2023 was about GenAI experimentation and 2024 was about point solutions, 2025 will be about value delivery through end-to-end transformation. Instead of isolated AI tools focused on specific tasks like

physician note taking or scheduling, we will witness integrated systems that automate entire workflows, for example, from patient intake to treatment plans. These intelligent agents will coordinate across departments, learning from each interaction to improve efficiency and outcomes. For example, in pharma, key processes that will be transformed with GenAI include clinical trials, regulatory submissions, medical legal regulatory review, and omnichannel engagement.

Unstructured health care data will become the new structured health care data. Advances in AI-driven data processing will allow systems to analyze and organize vast amounts of medical records, clinical notes, and physician/patient interactions previously considered too disordered to leverage. This shift will enable health care professionals, pharma companies, payers, and providers to extract actionable insights from a much larger data set, improving patient care and outcomes. This transformation will enhance interoperability across different systems, facilitating seamless collaboration between providers and empowering more personalized and precise medical treatments for patients.

“GenAI chatbots will reshape the cost profile of contact centers and drive significant efficiencies.”

Etugo Nwokah

Managing Director and Partner



GenAI chatbots will define a new table-stakes for payers and providers to deliver an omni-channel customer experience that patients and members will expect. These capabilities will reshape the cost profile of contact centers and drive significant efficiencies. Health plans will see a significant improvement in the adoption of self-service capabilities by their members that will drive major cost efficiencies, which will be reinvested to support ambitious growth agendas and M&A.

Organizational models that focus on digital products and services will further evolve in hospital systems and payer organizations of all sizes. As Chief Digital Officer or Chief Product Officer roles become more prevalent in these organizations, principles around building technology with measurable outcomes and customer-centric experiences will overcome historical challenges of IT functions becoming “digital feature factories” building a lot of capabilities that no one uses.

Further innovation around clinical specialties will drive increased value-based payment arrangements and end-to-end management for specific diseases. Specialties such as oncology, orthopedics, and behavioral health will continue to see higher spending by payers, whose ability to influence and measure outcomes, well-defined populations, and episodes of care will be crucial to leveraging new technology enablers such as large language models (LLMs).

“Forward-thinking health care companies will focus on driving AI adoption internally to accelerate scaling.”



Sid Thekkepat

Managing Director and Partner

Many health care AI use cases will be slow to scale and drive value, leading to increased pressure on IT and change management teams. Winning health care companies will experiment with new approaches to drive adoption. By fostering a culture of experimentation, collaborating with frontline staff, and prioritizing user-friendly AI solutions, these organizations can enhance adoption rates and realize AI's full potential. Health care companies that thrive will be those that treat adoption as a critical aspect of AI implementation, leveraging iterative learning and adaptive frameworks to drive sustainable value.

As valuations drop, consolidation and M&A activity will intensify in the health tech space, leading to the emergence of more scaled, sustainable platforms.

Larger strategic players will seize this opportunity to strengthen their positions by acquiring or merging with innovative but financially constrained startups. Private equity and venture capital firms, facing market uncertainty, may hold back for now, allowing established companies to lead the charge with bold and creative deals.

Sleep monitoring is emerging as a mainstream biomarker that consumers are increasingly prioritizing in their health-tracking routines; providers and life sciences will pay more attention. As awareness grows around the critical role sleep plays in overall well-being—impacting everything from mental health to chronic disease prevention—health tech companies are responding by focusing on developing more advanced, accurate sleep-tracking tools. This trend is driving innovations in wearables, apps, and even non-invasive monitoring devices designed to provide deeper insights into sleep patterns, quality, and its correlation with other health metrics. Expect sleep tracking to become a cornerstone of personalized health solutions as tech continues to refine its capabilities.

“The focus on tech-enabled mental health will continue to grow, notably by further integrating mental health services into primary care.”

Gunnar Trommer

Managing Director and Partner



More providers/hospitals will develop their own workflow efficiency solutions leveraging GenAI, mainly aiming at reducing the administrative burden on clinicians and improving workflows. As long as providers develop tech-enabled solutions for their own patients and clinicians to enhance clinical and administrative workflows, they do not have to seek regulatory approval for the tools. Because the latest GenAI technologies make developing these tools much easier, providers are more inclined to create or tailor their own solutions. Examples include speech-to-text capture of patient/physician conversations and automatically drafting discharge notes.

Post-pandemic mental health concerns and societal pressures continue to drive more demand for scalable, tech-enabled mental health services, including services that address cognitive decline. As a result, the focus on mental health will continue to grow, notably by further integrating mental health services into primary care. Digital mental health tools such as apps and AI-driven chatbots will make it much easier to access therapy and support. There will still be a “human in the loop” aided by technology to counter clinician shortages and make mental health services more accessible and more cost-scalable.

Products and solutions that are enabled by machine learning—and soon, GenAI—will see accelerated adoption in diagnosing diseases, analyzing medical imaging, and predicting patient outcomes. AI-powered tools will help clinicians make faster and more accurate decisions—especially in areas like oncology, radiology, cardiology, and pathology—through a combination of pattern recognition (using traditional AI/machine learning) and content generation (GenAI).

“There is a huge opportunity to redesign traditional ‘hardware’ used for women’s health, with the female experience at the center.”



Alice Wilson

Principal

Femtech partnerships and ecosystems start to mature.

In 2024, we saw some promising partnerships between femtechs and health and wellness brands. The smart ring developer OURA has really been a trailblazer, developing partnerships with a range of femtechs such as Natural Cycles and Clue that combine biometric data with menstrual cycle tracking. In 2025, we predict that we will see more mature models of these partnerships emerge, based on clear data exchanges. It is only by creating interoperable ecosystems that can pool critical data on women’s health that we will be able to gather insights to drive improved health outcomes.

There will be a leap forward in femtech “hardware” enabled by software. The speculum has remained the same design for 150 years, and the pain associated with its use is often cited as the number one reason that women miss vital cervical cancer screenings. There is a huge opportunity to redesign traditional “hardware” used for women’s health, with the female experience at the [center](#), combining it with software to accelerate diagnoses. We’ve seen glimmers of innovation: at-home cervical smear tests and smart tampons are starting to appear. But we believe there will be further breakthroughs in 2025.

The femtech sector, particularly in the West, is witnessing saturation in the B2C market. Intense competition is making it difficult for many digital-first offerings to commercialize successfully. In response, the industry is shifting toward B2B models, partnering with employers, health care providers, and insurers to embed women’s health solutions into broader systems. While this shift demands femtechs to robustly demonstrate the return on investment to their new partners, those adopting value-based care models with evidence of improved outcomes and cost savings are best positioned to succeed in this evolving landscape.



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