

Synopsis	Leaderboard						
<p>This Connected Health Tracker examines emerging technologies and solutions in the digital health industry that creatively change how consumers shop and use healthcare products, solutions, and services, and disrupt legacy solutions and business models. It profiles select innovators and disrupters in five categories, and rate/rank them in a leaderboard, complete with highlights of their winning strategies.</p>	<p style="text-align: center;">Innovator Leaderboard—A 2x2 Matrix-based Evaluation Framework</p> <div style="text-align: center;"> <p>Sustainable Disruption Matrix</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="text-align: center; vertical-align: middle;">High</td> <td style="text-align: center; vertical-align: middle;"> <p>Growth Pursuers</p> <p>High growth but low disruption to incumbent industry: Succeed by pursuing high growth areas</p> </td> <td style="text-align: center; vertical-align: middle;"> <p>Disruptive Front-Runners</p> <p>High growth and high disruption to incumbent industry: Grow via innovative disruption</p> </td> </tr> <tr> <td style="text-align: center; vertical-align: middle;">Low</td> <td style="text-align: center; vertical-align: middle;"> <p>Differentiation Masters</p> <p>Low growth and low disruption to incumbent industry: Thrive through differentiation</p> </td> <td style="text-align: center; vertical-align: middle;"> <p>Visionary Mavericks</p> <p>Low growth but high disruption to incumbent industry: Survive through innovative business models</p> </td> </tr> </table> <p style="text-align: center;">Low ← Disruptiveness to incumbents/traditional industry → High</p> <p style="text-align: right; font-size: small;">© Parks Associates</p> </div>	High	<p>Growth Pursuers</p> <p>High growth but low disruption to incumbent industry: Succeed by pursuing high growth areas</p>	<p>Disruptive Front-Runners</p> <p>High growth and high disruption to incumbent industry: Grow via innovative disruption</p>	Low	<p>Differentiation Masters</p> <p>Low growth and low disruption to incumbent industry: Thrive through differentiation</p>	<p>Visionary Mavericks</p> <p>Low growth but high disruption to incumbent industry: Survive through innovative business models</p>
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<p>Publish Date: 4Q 16</p>	<p>The healthcare industry is in deep transformation today. The pace of innovation, fueled by mobile/digital technology and cloud infrastructure, and spurred by healthcare industry stakeholders' motivation to deliver care more efficiently and cost effectively, has reached new peak in 2015. "Successful IPOs from companies such as Fitbit, Teladoc, and MindBody in mid-2015 show that viable business models can open up new growth opportunities in the healthcare industry," said Harry Wang, Senior Research Director, Parks Associates. "Incumbents must step up their own innovations, or look for quality startups as acquisition or partnership targets."</p>						
Contents							
<p>1.0 Report Summary</p> <ul style="list-style-type: none"> 1.1 Purpose of Report 1.2 Scope of Report 1.3 Research Data Sources and Evaluation Methodology <p>2.0 Digital Health Market Overview: First Half of 2016</p> <ul style="list-style-type: none"> 2.1 Pulse on the Market: Summary of Major Developments 2.2 Venture Funding Trends <p>3.0 Innovator Leaderboard and Winning Strategies</p> <ul style="list-style-type: none"> 3.1 Patient Education and Communications <ul style="list-style-type: none"> 3.1.1 Definitions and Market Trends 3.1.2 Innovator Highlights and Their Winning Strategies Breakout Players: Patient Education and Communications <ul style="list-style-type: none"> Breakout Player #1: Emmi Solutions 							

	<ul style="list-style-type: none"> Breakout Player #2: Revation Systems 3.1.3 Category Leaders 3.2 Care Shopping and Benefit Management <ul style="list-style-type: none"> 3.2.1 Definitions and Major Trends 3.2.2 Innovator Highlights and Their Winning Strategies <ul style="list-style-type: none"> Breakout Players: Care Shopping and Benefit Management Breakout Player #1: Maxwell Health Breakout Player #2: Zest Health 3.2.3 Category Leaders 3.3 Virtual and On-demand Care Solutions <ul style="list-style-type: none"> 3.3.1 Definitions and Major Trends 3.3.2 Innovator Highlights and Their Winning Strategies <ul style="list-style-type: none"> Breakout Players: Virtual Care Solutions Breakout Player #1: MDLIVE Breakout Player #2: CirrusMD 3.3.3 Category Leaders 3.4 Chronic Care Management <ul style="list-style-type: none"> 3.4.1 Definitions and Major Trends 3.4.2 Innovator Highlights and Their Winning Strategies <ul style="list-style-type: none"> Breakout Players: Chronic Care Management Breakout Player #1: Vivify Health Breakout Player #2: Wellframe 3.4.3 Category Leaders 3.5 Fitness and Wellness Solutions and Services <ul style="list-style-type: none"> 3.5.1 Definitions and Major Trends 3.5.2 Innovator Highlights and Their Winning Strategies <ul style="list-style-type: none"> Breakout Players: Fitness and Wellness Breakout Player #1: Virgin Pulse Breakout Player #2: Weight Watchers 3.5.3 Category Leaders 4.0 Implications and Recommendations 5.0 Appendix <ul style="list-style-type: none"> 5.1 Evaluation Scores 5.2 Glossary 5.3 Company Index 5.4 Image Sources
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Figures	<ul style="list-style-type: none"> Definitions of Innovator Leaderboard and Sustainable Disruption Matrix Score Criteria and Measurements of Sustainable Disruption Matrix Patient Education and Communication Solution: Market Segments The Concept of Patient Engagement Breakout Players in Patient Education and Communication Solutions Market Emmi Solutions' Major Solutions and Target Customers Innovation Leaderboard—Patient Education and Communication Solutions Market Care Shopping and Benefit Management Solutions: Market Segments
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Digital Disruptions: Innovator Leaderboard & Winning Strategies

Table of Contents

By Harry Wang, Senior Research Director, and Kristen Hanich, Researcher

Breakout Players: Care Shopping and Benefit Management Solution Market
 Innovator Leaderboard—Care Shopping and Benefit Management Solutions Market

Virtual and On-demand Care Solutions: Market Segments
 Breakout Players: Virtual and On-demand Care Solutions
 Innovator Leaderboard—Virtual and On-demand Care Solutions

Chronic Care Management Solutions: Market Segments
 Breakout Players: Chronic Care Management Solutions
 Innovator Leaderboard—Chronic Care Management Solutions

Fitness and Wellness Solutions: Market Segments
 Breakout Players: Fitness and Wellness Solutions
 Innovator Leaderboard—Fitness and Wellness Solutions

List of Companies

Alignment Healthcare	Medtronic/ Cardiocom
AMC Health	MedZed
American Well	meQuilibrium
Benefitter	mPulse Mobile
BitGym	nGage Health
Blue Mesa Health	Noom
Bright.MD	Nudge Health
CaptureProof	Pager
Care Innovations	Patient PAL
Carena	PatientPoint
CareScout	PatientPrompt
CareSync	PatientsLikeMe
Castlight Health	Persivia
Circle Medical	Philips/Wellcentive
CircleLink Health	PokitDok
CirrusMD	Rally Health
Collective Health	RedBrick Health
ContextMedia: Health	Remedy Health Media
Conversa Health	Revation Systems
Copatient	Sanitas Health
Curely	Sentrian
Daily Burn	Simplee
Doctor On Demand	SimplyInsured
Emmi Solutions	SinoraHealth
Enli	Skimble
Envera Health	Smart Patients
Fitness Buddy	Smartlink Mobile
Fitocracy	SnapMD
Ginger.io	SparkPeople
GoodRx	SpendWell
Greatist	Spruce
Happify	StayWell
Headspace	stickK
Health Dialog	Stride Health
Healthcare Bluebook	SworKit
Healthgrades	Tactio Health

Digital Disruptions: Innovator Leaderboard & Winning Strategies
Table of Contents

By Harry Wang, Senior Research Director, and Kristen Hanich, Researcher

	<p>HealthInReach HealthSparq HealthTap Healthways Healthwise Honeywell Life Care Solutions HudlHealth iHealthEngines Influence Health Inspire Keas Kurbo League LifeDojo Lifesum Livongo Lose It Maven Maxwell Health MD Revolution MDLIVE MedBridge Medicast</p>	<p>Teladoc Teleperformance TouchCare Virgin Pulse Virtual Health Vital Decisions Vitals Vitaphone Vivify Health Vocera Walkingspree WebMD Weight Watchers WellDoc Wellframe Wellpepper WellRight Wellthie West/TeleVox Zest Health Zipnosis Zocdoc</p>
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