

The healthcare predictions for 2022 we got right

Article

Let's review: At the end of 2021, the Insider Intelligence digital health team [drew up a list of five predictions](#) for the coming new year. Below, we revisit three predictions that actually came to pass. (ICYMI last week, here's one [2022 projection](#) we're taking the loss on.)

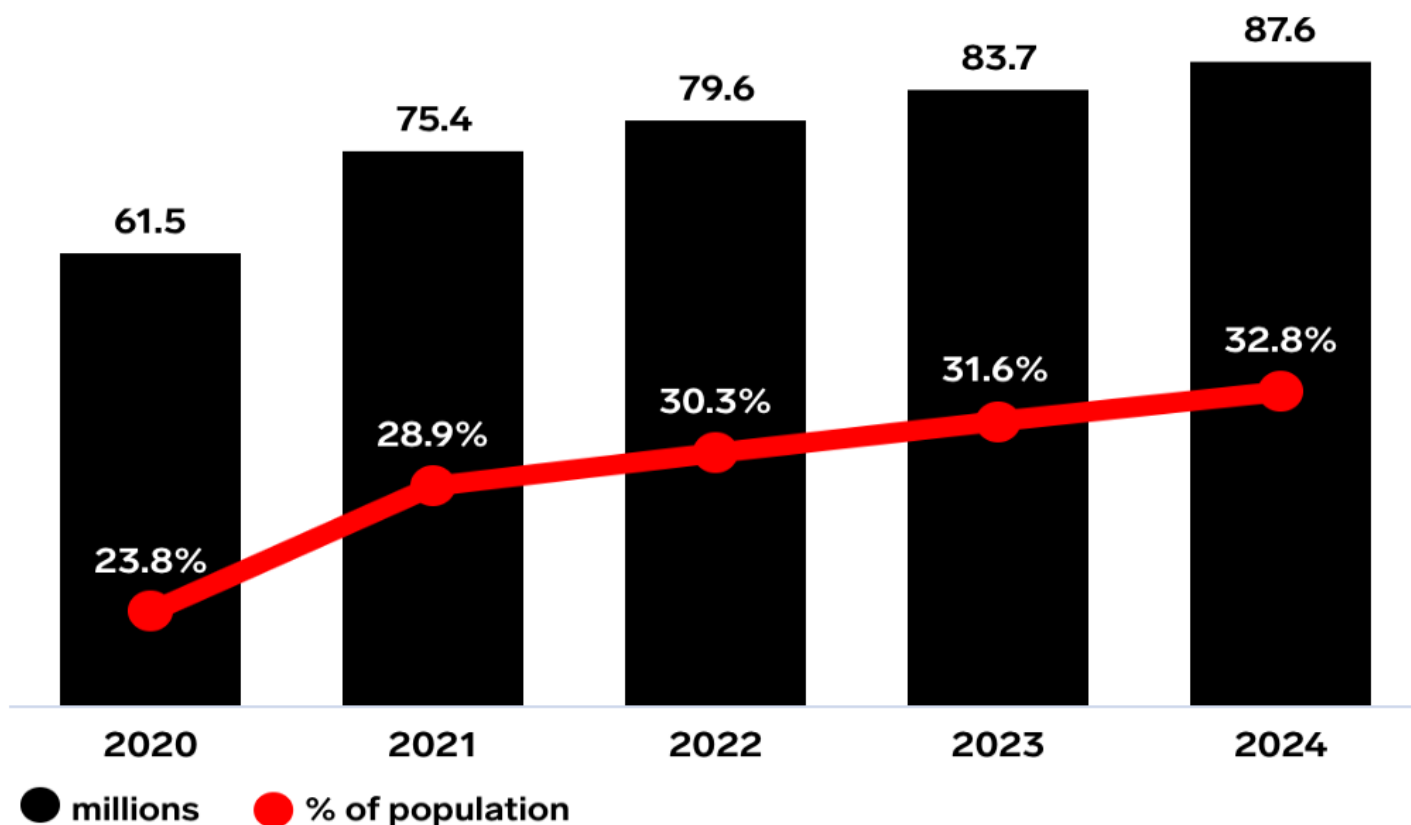
Prediction 1: The lines between healthcare and retail will blur even faster in 2022. And boy, did they.

- **Amazon** jumped into the primary care business with its surprise acquisition of One Medical for \$4 billion in July. It closed its virtual care service **Amazon Care** in August, but opened a virtual storefront, Amazon Clinic, in November.
- **CVS Health** was on the hunt for a primary care platform with national scale, but ended up buying health tech services company Signify Health for \$8 billion in September.
- Walgreens' VillageMD announced its acquisition of **Summit Health** for \$8.9 billion in November. In October, the retail pharmacy chain bought the remaining share of CareCentrix that it didn't already own for \$392 million. The previous month, it paid \$1.37 billion for the remaining stake in specialty pharmacy company Shields Health Solutions.

We predict the number of retail clinic patients will continue to climb through 2024, to 87.6 million patients (32.8% of US adults).

Retail Clinic Patients

US, 2020-2024



Note: ages 18+; adults who visit retail clinics in-person at least once during the calendar year; examples include CVS MinuteClinic, Walgreens Healthcare Clinic, Kroger's The Little Clinic, Walmart Care Clinic, etc.

Source: eMarketer, November 2022

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Prediction 2: Consumers will continue to plug themselves (and their personal health data) into smart wearables and RPM devices.

- The pandemic accelerated the shift to at-home workouts and digital fitness—and that trend has stuck. Just 7% of US consumers who exercise said the gym was the only place for them, compared with [43% who planned to exercise only at home](#), per a Toluna survey.
- [70% of wearables users](#) said smartwatches and fitness trackers improved their fitness and health—30% said these devices did so “significantly,” per Deloitte’s Connectivity and Mobile

Trends report taken in Q1 2022.

- We predict the number of smart wearables users will reach [100.2 million US adults in 2026](#) (28.9% of the population).

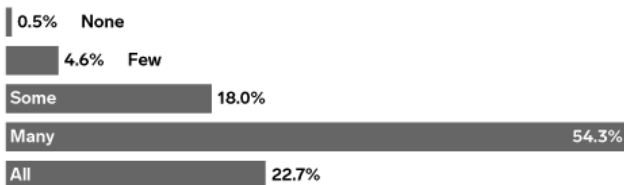
Prediction 3: More digital health companies will expand their platforms to meet the needs of underserved consumers.

Health systems and insurers ramped up their investments in [social determinants of health \(SDOH\)](#) this year, matching the industry's gradual shift to value-based care. Tackling consumers' nonmedical needs such as food and/or housing insecurity, lack of transportation, and language barriers aligns with a business model that incentivizes higher quality care and reduced spending.

- **Google** announced [several projects aimed at addressing health equity](#) in September as part of its Health Equity Summit.
- Those included: a **YouTube Health** video series called THE-IQ with the **Kaiser Family Foundation**; updated search functionality to let users filter results for providers that accept Medicaid; and expanding the **Fitbit Health Equity Research Initiative**.

Share of Patient Population Affected by at Least One Social Determinant of Health According to US Physicians, Feb 2022

% of total



Note: n=1,502; the sample for this study represents the Medscape online population; numbers may not add up to 100% due to rounding
Source: The Physicians Foundation, "2022 Survey of America's Physicians: Part One," April 5, 2022

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