

# Quest Diagnostics steps up its digital health game with Pack Health acquisition

Article

**The news:** Quest Diagnostics is acquiring patient engagement company Pack Health in an all-cash deal.

**More on Pack Health:** Pack Health provides comprehensive digital health coaching for 30 chronic conditions by addressing a range of health influencers like mental health, lifestyle behavior, and social determinants of health.

- The company focuses on helping users develop self-management skills to improve their health.
- Users are matched with certified health coaches, who they work with on a weekly basis to meet their health goals. This is personalized via wearables data and patient-reported data.

**What does Quest Health have to gain?** Quest will be adding Pack Health's platform to its Extended Care services—its suite of health tech solutions that enhance diagnostics.

This builds on Quest's previous acquisition of **MedXM** (now Quest HealthConnect), which provides remote patient monitoring, health risk assessments, and care management services that support in-person clinical care.

**Why it makes sense:** Quest serves healthcare provider clients—most of which are using virtual visits for treating chronic conditions more than any other healthcare area.

- **66% of healthcare providers** are using virtual care for chronic condition management, per Amwell and HIMSS Analytics' 2021 survey.
- Plus, chronic disease management is a top area that patients are using virtual care for: **21% of US adults** said their primary purpose in using telehealth was for managing their chronic condition, per an August 2021 Bipartisan Policy Center survey.
- And in fall 2020, when in-person visits were the lowest, 41% of chronic condition management visits were virtual—compared with just 6% that were virtual pre-pandemic, according to Deloitte's February 2021 Virtual Health Accelerated report.
- Plus, Pack Health has clinical research demonstrating that its solution can actually engage patients and improve health outcomes—which means doctors would be more likely to recommend it to their patients.

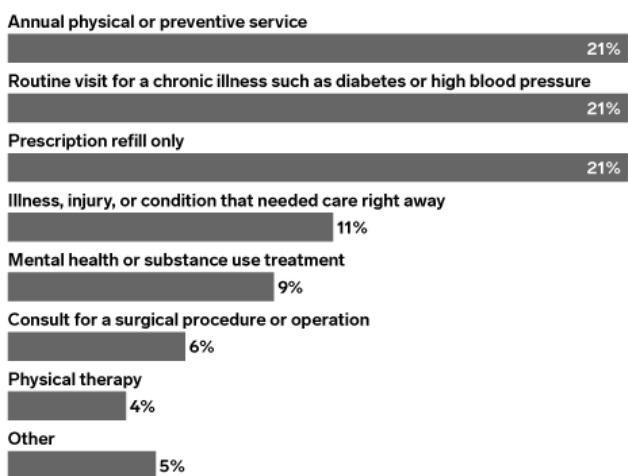
**What's next?** Quest could package up its Extended Care services (including Pack Health's solution) and offer a plug-and-play option to provider customers down the road.

Quest is already a top provider for diagnostics services in the US:

- It **services 1 in 3 US adults** and is used by half of physicians and hospitals in the US. This means it could easily upsell a comprehensive virtual care solution.
- For example, home health agencies (which are facing a shortage of home care workers) could leverage a virtual care solution to fill in gaps in care.
- In other cases, patients with multiple chronic conditions can use Quest’s comprehensive virtual care solutions to have consistent check-ins with their health status and work on improving it instead of potentially missing appointments and having avoidable health concerns.

**US Adults' Primary Purpose in Using Telehealth Service, July 2021**

% of respondents



*Note: in the past year; numbers may not add up to 100% due to rounding*  
 Source: Bipartisan Policy Center (BPC), "Telehealth Visit Use Among U.S. Adults" conducted by SSRS, Aug 1, 2021

268411

[InsiderIntelligence.com](https://www.insiderintelligence.com)