Carbon Health scoops up remote monitoring startup Alertive Healthcare to power its hybrid care model

Article

The news: Primary care startup **Carbon Health** is acquiring remote patient monitoring (RPM) company **Alertive Healthcare**—Carbon Health's first dive into RPM, which will allow it to expand its home-based care capabilities and omnichannel in person-virtual care delivery strategy.

- For context, Alertive Healthcare's RPM devices collect biometric data from patients, deliver updates on a patient's health and alerts providers when a patient's health becomes critical.
- Its tools are used across multiple specialties including primary care, cardiology, neurology, and kidney care.

This acquisition follows Carbon Health's summer of growth, where it secured $350 million in funding and acquired two urgent care chains that grew its footprint to over 90 clinics across 14 states.

Why Carbon Health is different from its competitors: Unlike other peers like One Medical and Forward, Carbon Health doesn't charge a membership fee.

- Instead, it accepts most major insurance providers and offers options for those who are uninsured.
- For example, it offers in-person urgent care visits for $145 and virtual visits for $69—which is on the lower end of the typical costs for medical care at traditional providers.

What's next? This acquisition could help Carbon Health do 2 things:

1. **Bolster its hybrid care model:** By adding RPM capabilities, Carbon Health can now build out the connective tissue between its in-person and virtual care services.
2. **Expand into other specialties:** Since Alertive Healthcare has RPM solutions applicable for specialties beyond just primary care, Carbon Health can leverage this to develop its care capabilities in areas like cardiology, neurology, and kidney care, which often require the consistent visits and steady monitoring of a patient's health.

The bigger picture: Digital health companies are purchasing companies that get them deeper into chronic care management—an area of healthcare where virtual care and digital health tools can have the greatest impact.
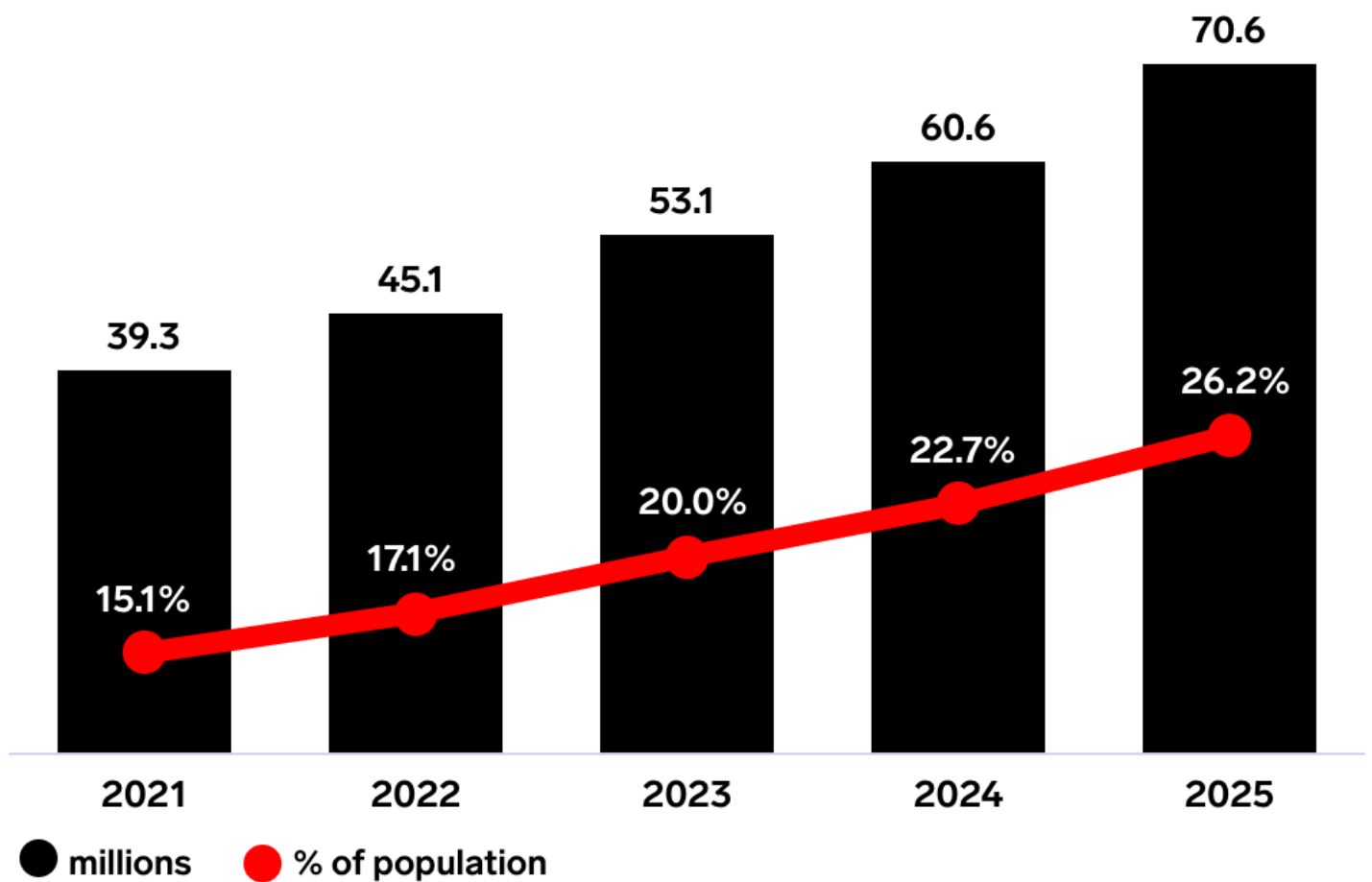
- Providers are already using virtual visits for chronic conditions more than any other healthcare area: **66% are using virtual care** for chronic condition management, per Amwell

and HIMSS Analytics' recently released survey.

The demand for chronic care won't be going down any time soon: The aging population is swelling and so are chronic conditions: **77% of older adults** have at least two chronic diseases, per the National Council on Aging.

Remote Patient Monitoring Users
US, 2021-2025

Year	millions	% of population
2021	39.3	15.1%
2022	45.1	17.1%
2023	53.1	20.0%
2024	60.6	22.7%
2025	70.6	26.2%

● millions ● % of population

Source: eMarketer, August 2021

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