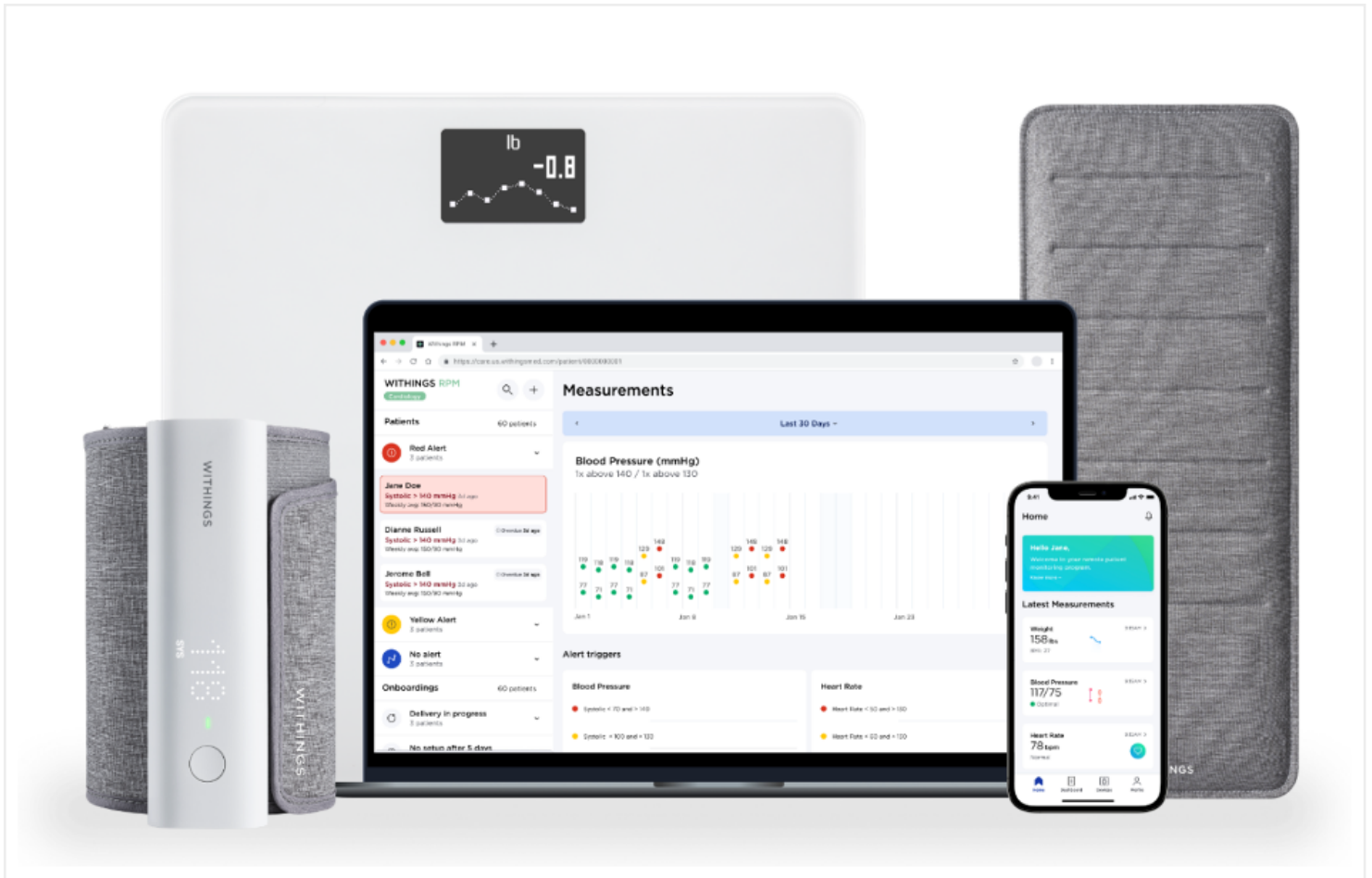


Withings launches its remote patient monitoring program—here's why it will succeed

Article

The news: Withings rolled out a new remote patient monitoring (RPM) program: Withings RPM.

- The program uses Withings' connected devices (smart scales, watches, thermometers and blood pressure cuffs) to monitor health metrics like heart rate, blood pressure, and sleep patterns.



How we got here: Withings has been inching into the RPM space for a while now, so a full-on launch of its own RPM product makes sense.

- Back in 2019, Withings launched its B2B business for health data analytics and remote patient monitoring.
- Last July, it **teamed up** with digital diabetes management company **One Drop** to combine Withings' RPM tools (smart scale, blood pressure monitor) with One Drop's digital platform.
- This year, the med tech giant made two health tracking-related acquisitions already. In January it acquired France-based medical device firm **Impeto Medical**, and in February it bought personalized fitness and nutrition app **8fit**.

Why could it succeed? Withings offers medical-grade wearables already in use in clinical environments vs consumer-friendly ones like Fitbits and Apple Watches. That gives it a leg-up when it comes to proving its clinical efficacy.

- For example, clinicians are already using data from Withings devices in their [EHR workflows](#).
- Meanwhile, clinicians are hesitant to use mainstream wearable data to inform their decision-making.

Trendspotting: We've entered the stage of digital health transformation where if you're a digital health company, RPM is more of a need-to-have.

- [Insider Intelligence forecasts](#) that by 2025, more than a quarter of the US population is expected to regularly use RPM. We forecast that by 2025, there will be 70.6 million RPM users in the US.
- More than one-third of US hospitals and clinics said that in five years, RPM will surpass in-patient monitoring in usage, and 43% expected them to see about the same usage, [per](#) a Vivalink survey from February 2021.

US Health Systems' Plans for Remote Monitoring Programs

64%

Plan to increase investment in remote chronic care



Chronic care management encompasses the oversight and education activities used to help patients with chronic diseases and health conditions such as diabetes, high blood pressure, systemic lupus erythematosus, and multiple sclerosis learn to understand their condition and live successfully with it. The work involves motivating patients to persist in necessary therapies and interventions and helping them to achieve an ongoing, reasonable quality of life.

60%

Plan to increase investment in remote acute care



Acute care at home, commonly referred to as "hospital at home," aims to provide inpatient-level care outside the hospital. Though not an entirely new model, the November 2020 CMS waiver and corresponding payment parity has spurred health systems to increase priority of these programs. By providing acute care at home, health systems aim to improve inpatient capacity while providing better overall patient outcomes at a lower cost.

58%

Plan to increase investment in remote transitional care



Transitional care is designed for primary care doctors and specialists, as well as nonqualifying medical practitioners, to provide care to patients who have recently been discharged from clinical settings. It's a vital service that aims to eliminate gaps in patient care and readmission during critical periods. Remote care models for transitional care can reduce length of stay, improve follow-up care, and support medication adherence.

Note: among US health system decision-makers surveyed between December 2020 and January 2021
Source: Current Health, "Remote Care Delivery: Perceptions, Adoption, and Trends," Aug 18, 2021

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