



Seven truths governing success (or failure) in connected health

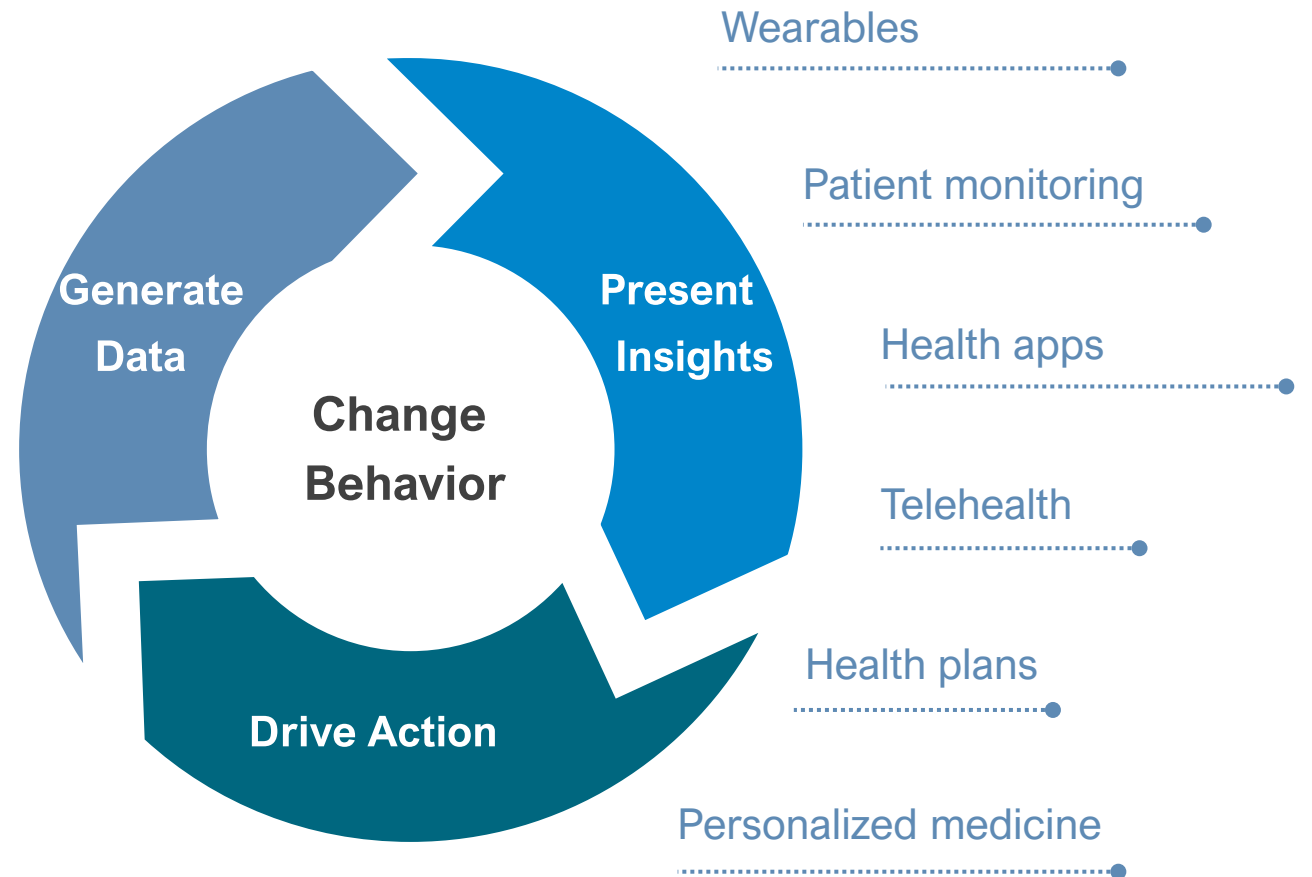


LIFE
SCIENCES

April 2025

Defining the world of connected care

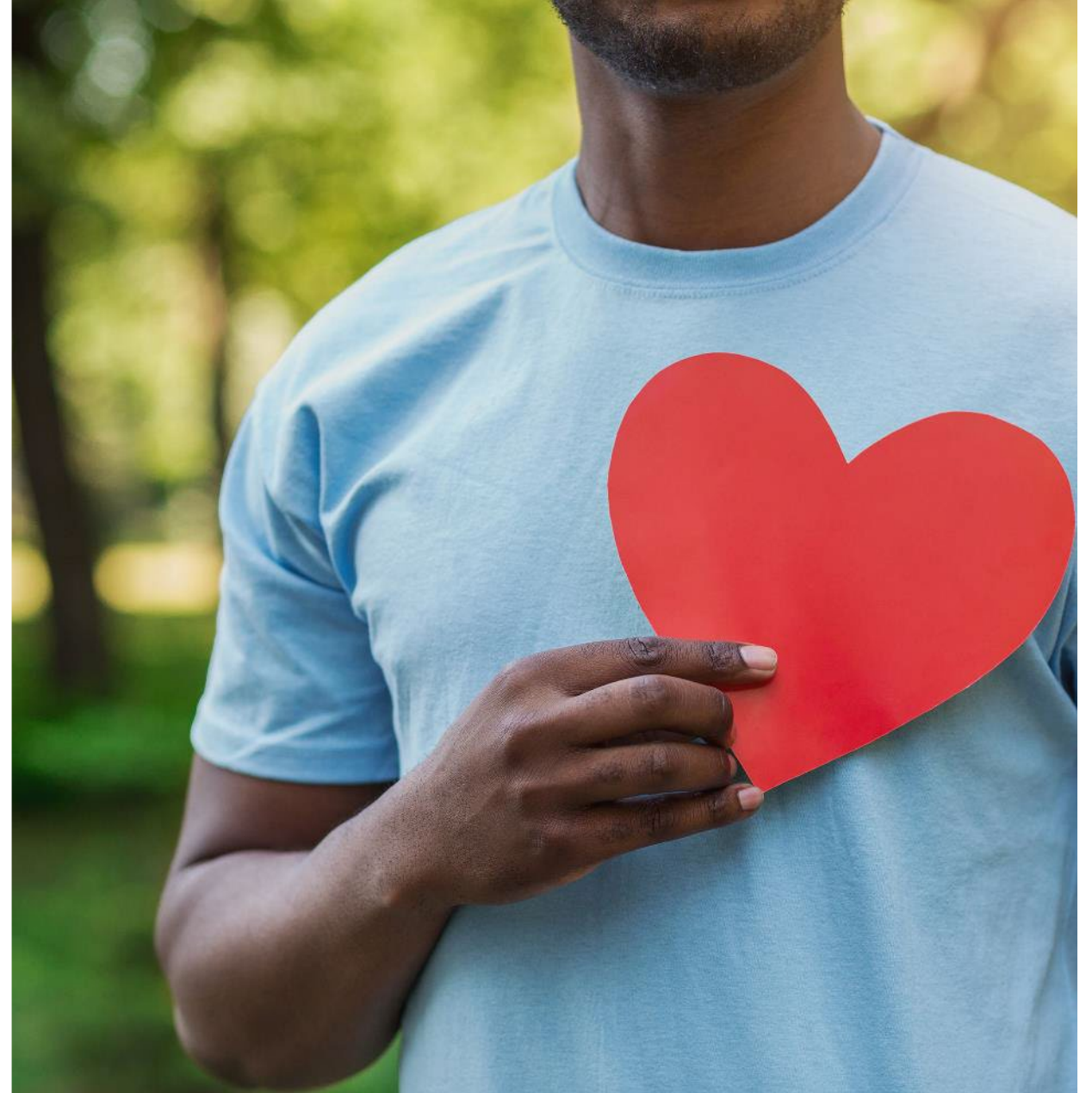
Connected health unites diverse segments of the healthcare landscape—transforming interactions between patients, providers, and health plans, and redefining the future of care delivery.



ONE

Several factors determine our health outcomes; the medical care we receive accounts for less than 10%

Ultimately, the genes we are born with (30%), the environment in which we live (20%), and the lifestyle we lead (40%) are the primary determinants of our health.

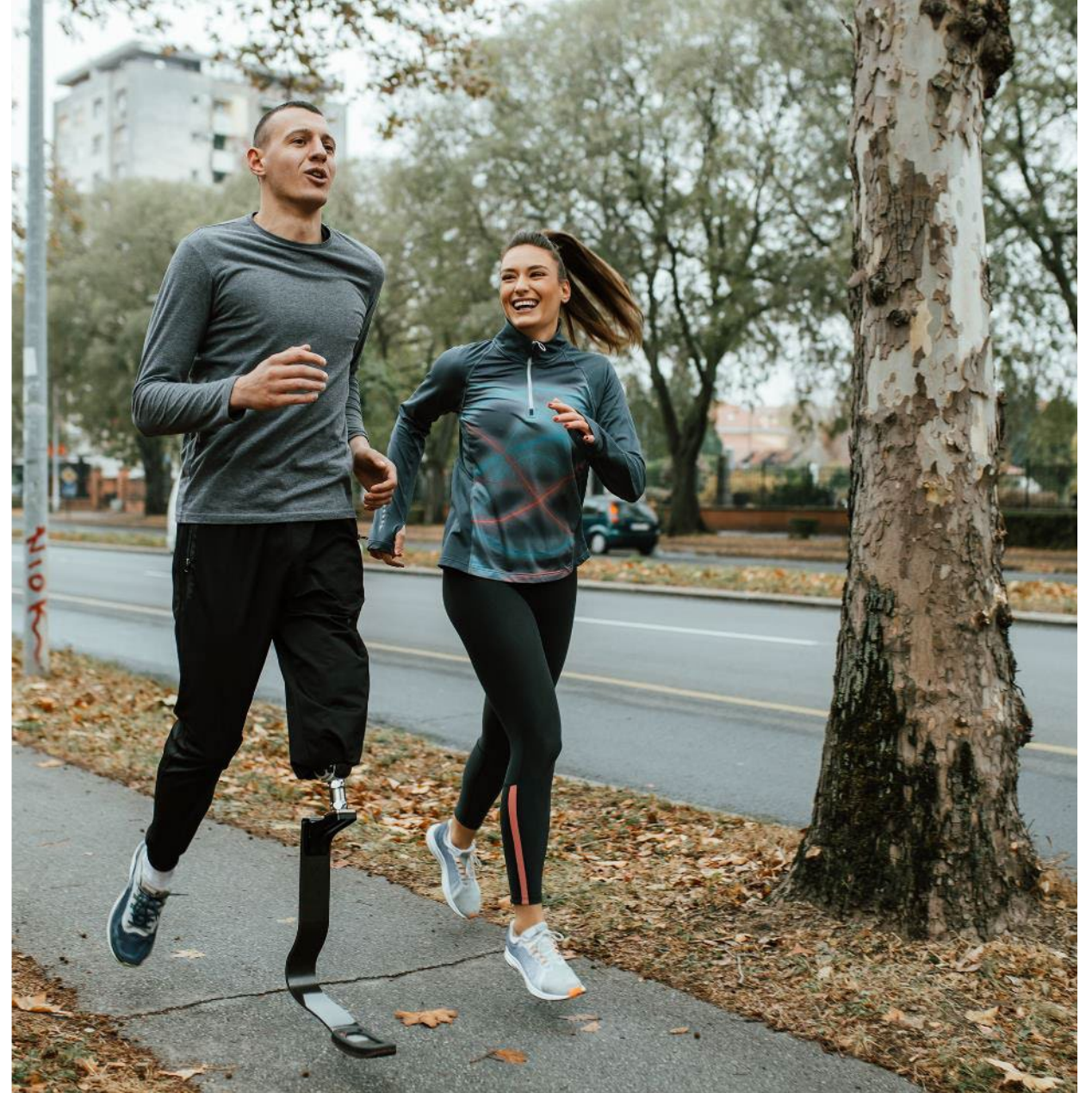


TWO

Lifestyle is medicine

Our lifestyle drives 40% of health outcomes, underpinned by 200 (conscious and subconscious) health-related decisions we make each day.

Empowering sustainable lifestyle change during these decision points is the **single most impactful lever** companies can pull to improve health outcomes.



THREE

Generational shifts are redefining the role of healthcare

Each rising generation has **fundamentally reshaped the norms** for how patients interact with the healthcare system.

Younger cohorts are **increasingly cynical** of the traditional healthcare paradigm.

What was true yesterday is a lie tomorrow.

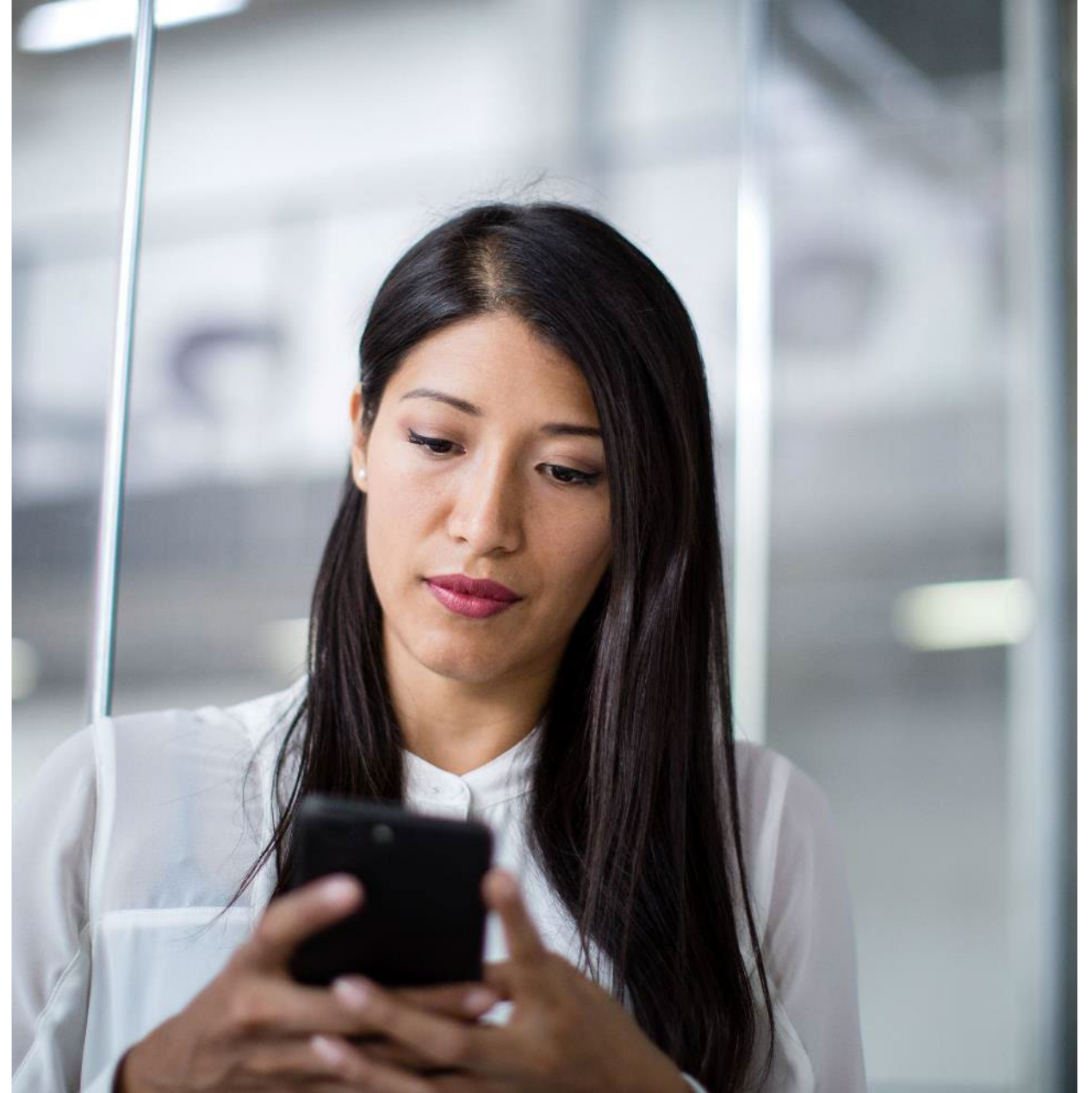


FOUR

Consumer empowerment is destroying today's sick-care model

The healthcare ecosystem of today is converging and **realigning** around the **patient**, not the **provider**.

Connected devices are catalyzing a **paradigm shift** in care accessibility and disease prevention, reducing cardiac hospital readmissions by 25%

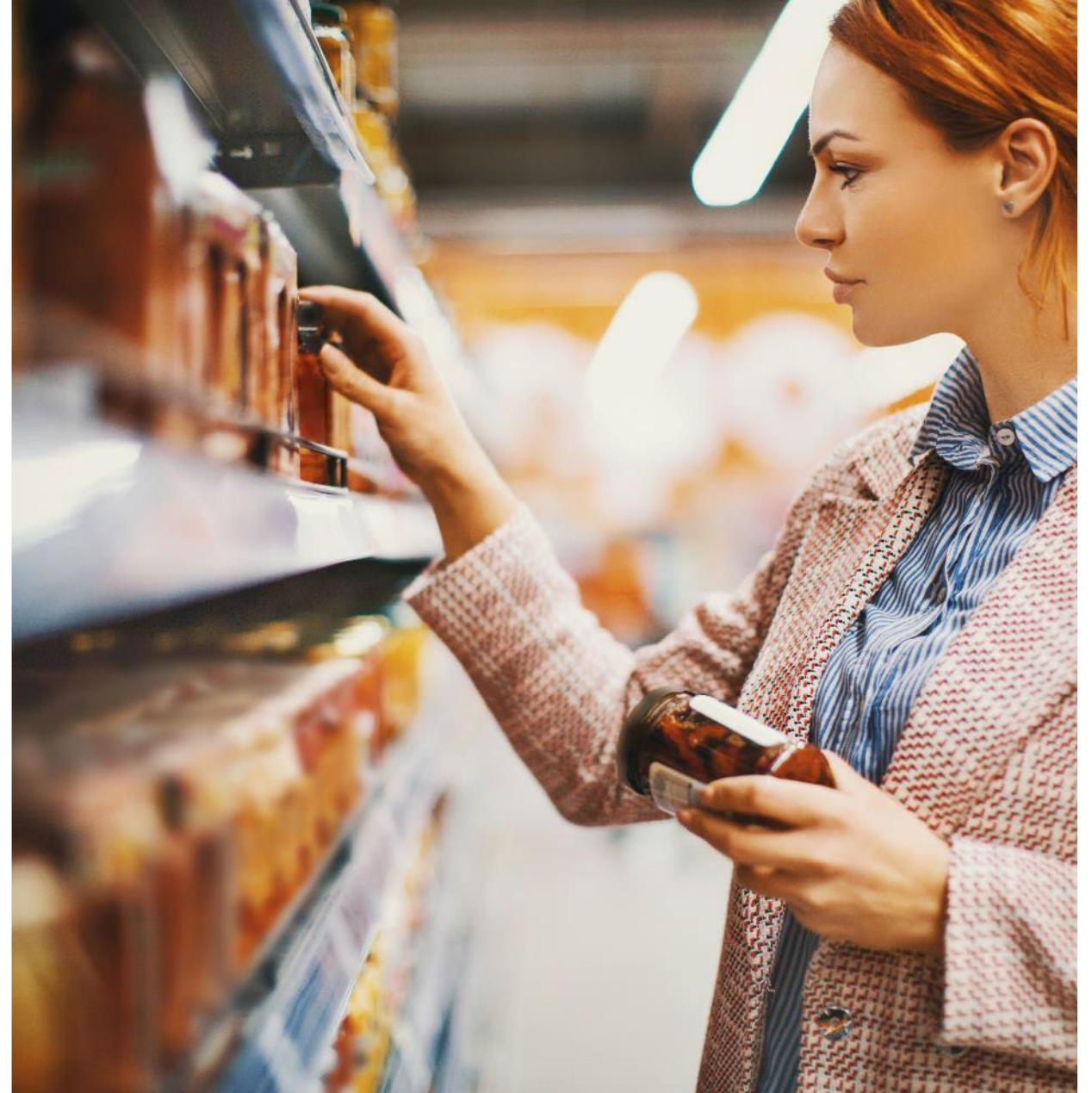


FIVE

Patient engagement is the blockbuster drug of the century

Earning active buy-in from users is pivotal, with >58% of studies showing **strong association** between user engagement and superior health outcomes.

Platforms that have found innovative ways to **reach, engage, and motivate patients** have successfully created long-lasting habits – without the side effects.



SIX

Narrow fidelity and insights to an N of 1

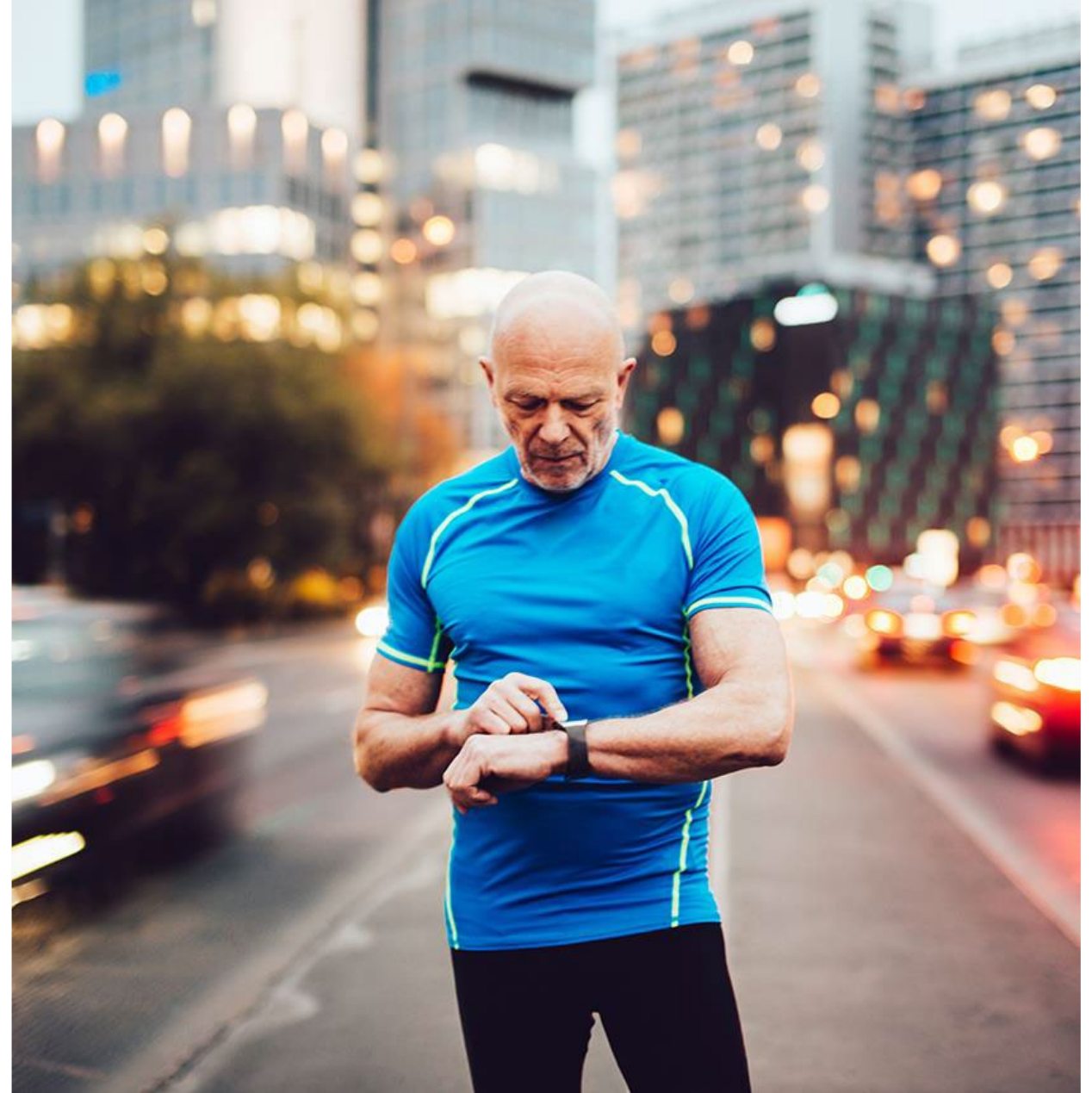
There is significant opportunity to unlock untapped human potential by generating and interpreting **real-time, personalized insights** – as unique as each of us are.



SEVEN

The best technology in the world disappears

Obsolescence is inevitable for any product – creating longevity is about the user experience, not the device.



Successful devices change behaviors at key decision points

To create meaningful impact, devices must be more than simply connected, they must **empower and engage**

Shift from thinking about users as patients to thinking about them as people – with **busy lives, imperfect habits, and short attention spans**

Do not underestimate the **power of interconnectedness** – the value of devices grows exponentially when they work in tandem to deliver holistic health insights



A&M Life Sciences drives tangible results through pragmatic recommendations derived from our extensive depth of real-world industry experience.

In connected health, A&M can help clients:

- Develop **integrated strategies** to build innovative platforms with significant growth potential
- **Rethink user journeys** to create long-lasting impact
- Design **innovative platforms** that deliver maximum value and meaningfully drive behavior change



Thank You

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