



# Telehealth Services MARKET RESEARCH REPORT



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## For Internal Use

**Request Date:** January 19, 2021

**Completion Date:** January 26, 2021

**Contributed Hours:** 2 Hours

## Feedback on Request

Are all requests are answered in this report?

Yes.

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The report was undertaken after reviewing Redapple Digital Health, Inc. a company based in Tustin, CA, which has launched a digital health platform to match, connect and engage people with various health care providers. We found the opportunities in digital health and tele-medicine, based on the data collected and researched, to be extraordinary under the current circumstances.

## Table of Contents

<b>EXECUTIVE SUMMARY .....</b>	<b>4</b>
<b>INDUSTRY OVERVIEW .....</b>	<b>5</b>
<b>SURVEY STUDIES .....</b>	<b>50</b>
<b>COMPETITOR ANALYSIS.....</b>	<b>53</b>
Kyruus.....	53
Lyra Health .....	59
Zocdoc .....	64
BetterHelp.....	71
Formativ Health .....	72

## Executive Summary

This report provides breakdown analysis and evaluation of the macro economy of the Telehealth Services industry - NAICS Code OD5775. Methods of analysis include industry overview, cost structure benchmarks, revenue volatility, key factors to success, barriers to entry, and survey studies.

This industry delivers health-related services and information via telecommunications technologies. These services primarily occur between patient and physician or patient and healthcare provider and include the transmission of diagnoses, exchanging health education, monitoring medical conditions and providing health advice. Telecommunication methods include the use of electrical devices, such as phones, web cameras, videoconference systems and the internet.

Over the five years to 2025, the industry will likely continue to benefit from the demographic and structural factors affecting the broader healthcare sector, as telehealth will likely emerge as a cost-effective solution to meeting the medical needs of an expanding and aging population. Existing legislation, such as the Patient Protection and Affordable Care Act, and pending legislation will likely raise federal support for telehealth services, benefiting patients, healthcare providers and industry operators. As a result, industry revenue is expected to increase at an annualized rate of 8.3% to \$4.8 billion over the five years to 2025.

|| US INDUSTRY (SPECIALIZED) REPORT OD5775

# Telehealth Services

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**On the mend: Existing and pending legislation will likely benefit industry operators**

Jack Curran | August 2020

# Contents

<b>About This Industry</b>	<b>5</b>	<b>Competitive Landscape</b>	<b>27</b>
Industry Definition.....	5	Market Share Concentration.....	27
Major Players.....	5	Key Success Factors.....	27
Main Activities.....	5	Cost Structure Benchmarks.....	27
Supply Chain.....	6	Basis of Competition.....	30
Similar Industries.....	6	Barriers to Entry.....	31
Related International Industries.....	6	Industry Globalization.....	31
<b>Industry at a Glance</b>	<b>7</b>	<b>Major Companies</b>	<b>32</b>
Executive Summary.....	10	Major Players.....	32
<b>Industry Performance</b>	<b>11</b>	Other Players.....	33
Key External Drivers.....	11	<b>Operating Conditions</b>	<b>35</b>
Current Performance.....	13	Capital Intensity.....	35
<b>Industry Outlook</b>	<b>16</b>	Revenue Volatility.....	37
Outlook.....	16	Regulation & Policy.....	37
Performance Outlook Data.....	18	Industry Assistance.....	38
Industry Life Cycle.....	18	<b>Key Statistics</b>	<b>39</b>
<b>Products and Markets</b>	<b>20</b>	Industry Data.....	39
Supply Chain.....	20	Annual Change.....	39
Products and Services.....	20	Key Ratios.....	40
Demand Determinants.....	21	<b>Additional Resources</b>	<b>41</b>
Major Markets.....	22	Additional Resources.....	41
International Trade.....	24	Industry Jargon.....	41
Business Locations.....	24	Glossary Terms.....	41

# About IBISWorld

IBISWorld specializes in industry research with coverage on thousands of global industries. Our comprehensive data and in-depth analysis help businesses of all types gain quick and actionable insights on industries around the world. Busy professionals can spend less time researching and preparing for meetings, and more time focused on making strategic business decisions that benefit you, your company and your clients. We offer research on industries in the US, Canada, Australia, New Zealand, Germany, the UK, Ireland, China and Mexico, as well as industries that are truly global in nature.

# Covid-19

## Coronavirus Impact Update

IBISWorld's analysts constantly monitor the industry impacts of current events in real-time – here is an update of how this industry is likely to be impacted as a result of the global COVID-19 pandemic:

- As the COVID-19 (coronavirus) pandemic has forced physicians to limit in-person services, demand has grown for telehealth services. For more detail, please see the Current Performance chapter.
- When people are unable to visit healthcare facilities, demand for telehealth increases. For more detail, please see the Demand Determinants chapter.
- Demand for mental health services has grown during the coronavirus pandemic because the virus has created additional stress and anxiety. For more detail, please see the Products and Services chapter.

Note: The content in this report is currently being updated to reflect the trends outlined above.



# About This Industry

**Industry Definition** This industry delivers health-related services and information via telecommunications technologies. These services primarily occur between patient and physician or patient and healthcare provider and include the transmission of diagnoses, exchanging health education, monitoring medical conditions and providing health advice. Telecommunication methods include the use of electrical devices, such as phones, web cameras, videoconference systems and the internet.

**Major Players** Teladoc Health Inc.

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## Main Activities

### The primary activities of this industry:

Providing communication between patients and healthcare providers

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Providing provider-to-provider communications

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Providing videoconferencing services

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Providing two-way remote patient monitoring

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Transmitting digital medical imaging information

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Transmitting digital medical data

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Providing healthcare education communications

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### The major products and services in this industry:

Medical devices and hardware

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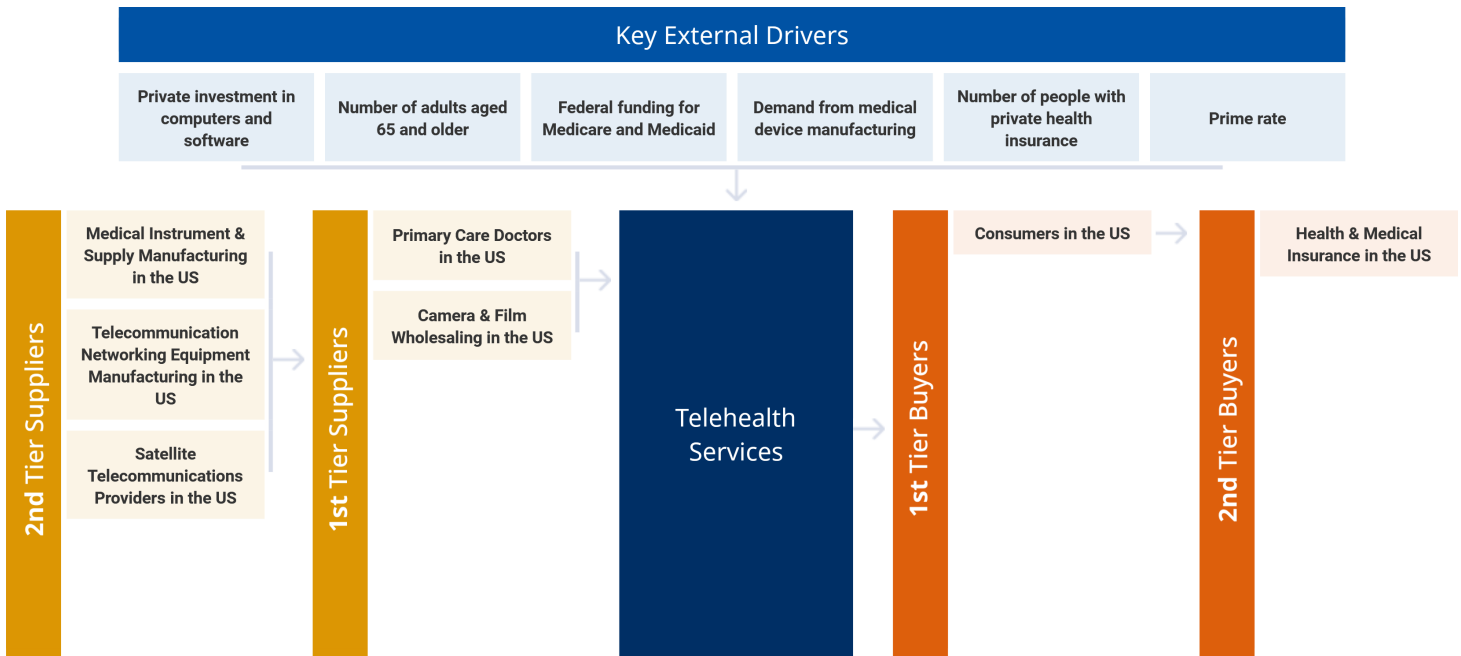
Telehealth software

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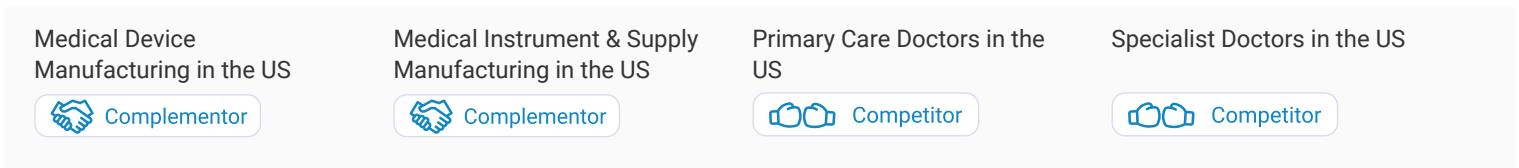
Virtual physician visits

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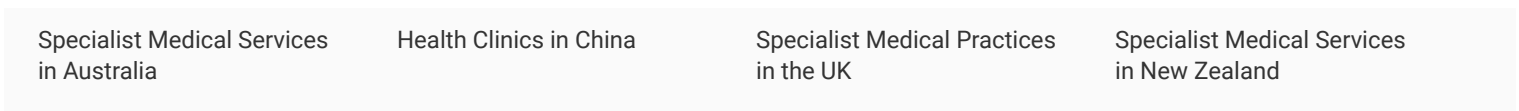
## Supply Chain



### SIMILAR INDUSTRIES



### RELATED INTERNATIONAL INDUSTRIES



# Industry at a Glance

## Key Statistics

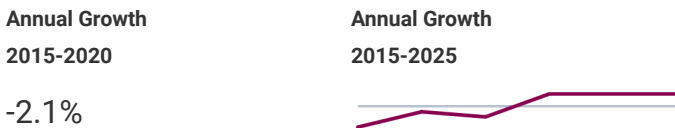
**\$3.2bn**  
Revenue



**\$35.4m**  
Profit



**1.1%**  
Profit Margin



**780**  
Businesses



**14,703**  
Employment

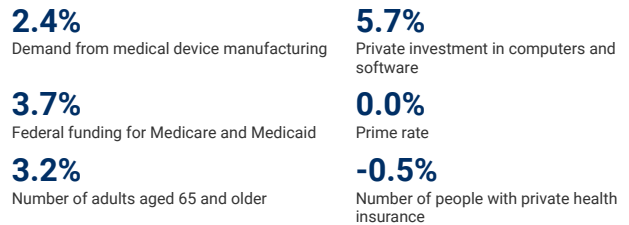


**\$1.3bn**  
Wages



## Key External Drivers

% = 2015-2020 Annual Growth

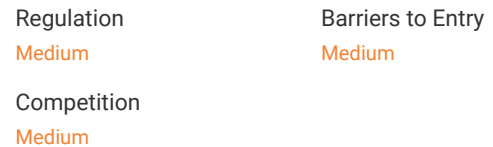


## Industry Structure

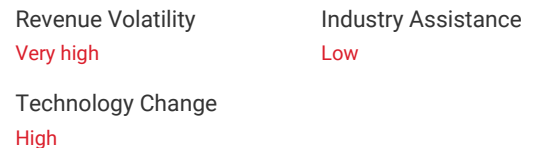
### POSITIVE IMPACT



### MIXED IMPACT



### NEGATIVE IMPACT



**Key Trends**

- Smartphones and tablets are increasingly replacing conventional record-keeping systems
- Revenue growth has been augmented by clinical research studies validating the efficacy of telehealth treatment
- The medical community's acceptance of telehealth services has driven industry revenue growth
- The PPACA has only recently begun to significantly affect the industry
- Greater demand for medical services will likely drive demand for telehealth services
- As labor costs and competition increase, industry profit is projected to fall
- Advancements in communication and medical technology have propelled revenue growth

### Products & Services Segmentation



Telehealth Services  
Source: IBISWorld

### Major Players

% = share of industry revenue



- 24.2% Teladoc
- 75.8% Other

Telehealth Services  
Source: IBISWorld

### SWOT

#### S STRENGTHS

- Low & Increasing Level of Assistance
- Growth Life Cycle Stage
- Low Imports
- Low Customer Class Concentration
- Low Capital Requirements

#### W WEAKNESSES

- Very high Volatility
- Low Profit vs. Sector Average
- High Product/Service Concentration

#### O OPPORTUNITIES

- Very High Revenue Growth (2005-2020)
- High Revenue Growth (2015-2020)
- High Revenue Growth (2020-2025)
- Prime rate

#### T THREATS

- Low Outlier Growth
- Low Performance Drivers
- Private investment in computers and software

## Executive Summary

### **The Telehealth Services industry uses digital technology to deliver medical services and health education by connecting multiple users in different locations.**

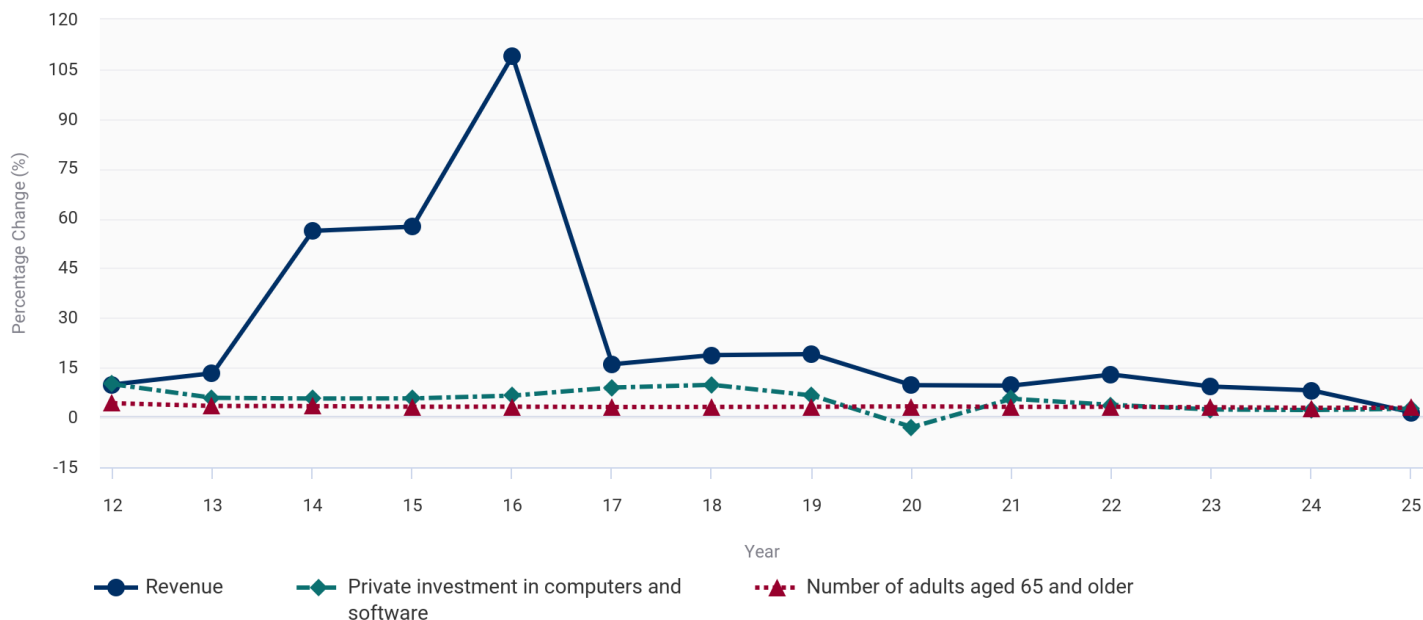
Telehealth services include diagnosis, treatment, assessment, monitoring, communication and education. The industry includes a wide range of information, networking and digital imaging technologies, delivered primarily in three ways, including videoconferencing, which provides real-time patient-provider consultations and provider-to-provider discussions; remote patient monitoring, in which electronic devices transmit patient health information to healthcare providers; and store-and-forward technologies, which transmit digital images, such as X-rays, computerized tomography (CT) scans and video clips between primary care providers and medical specialists.

Industry revenue has rapidly expanded over the five years to 2020. Advances in communication technology and medical technology, such as wearable self-monitoring devices and digitized medical scans, have propelled the industry forward. Furthermore, industry revenue growth has been supported by a healthcare system suffering from skyrocketing costs, a looming doctor shortage and an aging population susceptible to chronic disease. Additionally, in 2020, the COVID-19 (coronavirus) pandemic has further boosted demand for telehealth services since the contagious nature of the virus has kept consumers from receiving in-person healthcare services. Many physicians have opted to use telehealth as a safer substitute that avoids the risk of patients contracting or spreading the virus. As a result, industry revenue has increased at an annualized rate of 30.4% to \$3.2 billion over the five years to 2020, including an increase of 9.7% in 2020 alone. However, rapid revenue expansion has resulted in fierce competition and subdued profit performance.

Over the five years to 2025, the industry will likely continue to benefit from the demographic and structural factors affecting the broader healthcare sector, as telehealth will likely emerge as a cost-effective solution to meeting the medical needs of an expanding and aging population. Existing legislation, such as the Patient Protection and Affordable Care Act, and pending legislation will likely raise federal support for telehealth services, benefiting patients, healthcare providers and industry operators. As a result, industry revenue is expected to increase at an annualized rate of 8.3% to \$4.8 billion over the five years to 2025.

# Industry Performance

Key External Drivers 2012–2025



Telehealth Services  
Source: IBISWorld

## Key External Drivers

### Private investment in computers and software

The level of private investment in computers and software reflects the general implementation of information technology within the private sector. Industry revenue growth is largely determined by technological expansion. For example, advancements in communications, such as mobile devices and high-speed networks, have improved audio and video transmission between patients and healthcare providers. Therefore, an increase in private investment in computers and software corresponds with a rise in industry revenue. Private investment in computers and software is expected to decrease in 2020, posing a potential threat to the industry.

### Number of adults aged 65 and older

As baby boomers age and the average life expectancy in the United States increases, the number of people aged 65 and older will likely rise. Individuals in this group are more likely to require medical assistance, which promotes demand for telehealth services. The number of adults 65 and older is expected to increase in 2020.

### **Federal funding for Medicare and Medicaid**

An aging population will likely lead to an increase in the number of individuals with chronic diseases, such as congestive heart failure, chronic obstructive pulmonary disease, diabetes, hypertension and end stage renal dialysis. For individuals 65 and older, Medicare commonly reimburses a high percentage of the costs associated with treating these conditions. As federal funding for Medicare and Medicaid increases and doctors increasingly use telehealth services for patients with these diseases, industry revenue and profitability will likely rise. Federal funding for Medicare and Medicaid is expected to increase in 2020, representing a potential opportunity for the industry.

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### **Demand from medical device manufacturing**

Advancements in medical technology, such as wearable monitoring devices and digitized medical scans, have created new opportunities for telemedicine, supporting industry revenue growth. As a result, when new devices are brought to the market and revenue expands, demand for services provided by the Telehealth Services industry also increases. Demand from medical device manufacturing is expected to increase in 2020.

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### **Number of people with private health insurance**

As studies continue to validate the efficacy of telehealth and telemedicine services, private health insurers are more likely to cover industry-related services. Therefore, increased insurance acceptance of telehealth services and a rise in the number of privately insured individuals will likely lead to an increase in industry revenue. The number of people with private health insurance is expected to decrease in 2020.

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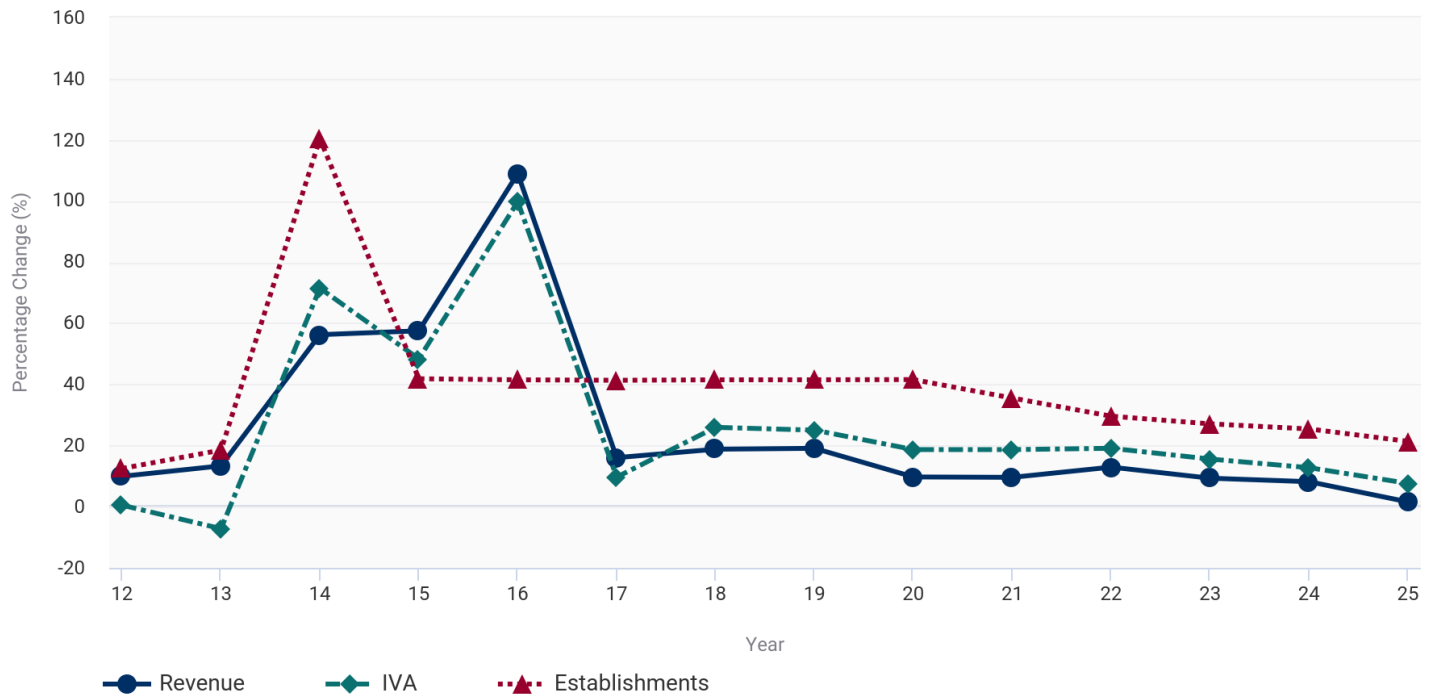
### **Prime rate**

The level and movement of interest rates have a formidable influence on spending and investment decisions. When interest rates are high, it is more expensive for nonprofit and for-profit healthcare providers to raise capital and invest in technological upgrades, including investments in telehealth and telemedicine equipment. The prime rate is expected to decrease in 2020.

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Industry Performance 2012–2025



Telehealth Services  
Source: IBISWorld

## Current Performance

**Fueled by a surge in technological advances in the field of communications and a torrent of new wireless self-monitoring healthcare devices, operators in the Telehealth Services industry have experienced a period of rapid expansion.**

Industry revenue has risen at an annualized rate of 30.4% to \$3.2 billion over the five years to 2020, including an increase of 9.7% in 2020 alone. Industry operators have demonstrated that they can provide reliable healthcare to a greater number of patients at a lesser cost. As a result, the industry is positioned to help provide solutions for a healthcare system suffering from skyrocketing costs, an aging population susceptible to chronic diseases and a looming doctor shortage.

In addition to technological advancements and growing acceptance of telehealth, the industry has particularly benefited from the COVID-19 (coronavirus) pandemic. Due to the highly contagious nature of the virus, physicians and healthcare facilities have greatly limited in-person healthcare services to control the spread of the virus. Instead, physicians have increasingly offered telehealth services to offer a safer alternative. This trend alone has contributed to a significant increase in demand for telehealth services. Additionally, the stress and fear created by the pandemic have boosted demand for mental health services, which can more easily be offered through telehealth. As a result of these factors, industry revenue is expected to grow in 2020.

## Technology advances industry

### **Technology has strongly driven revenue growth for the industry and is crucial to its success.**

Technological innovations have been implemented in a vast array of areas including patient records, disease diagnoses, consultation, treatment delivery and self-care. Technological advances have taken services from the confines of hospitals into homes; specifically, mobile health advancements have facilitated remote access for both patients and physicians.

There has been a proliferation of self-monitoring tools that enable patients to monitor conditions such as pacemaker activity, blood sugar level, blood pressure, blood oxygen level, respiration and heart rate. With these tools, patients can also remotely transmit their results to healthcare providers. There has also been a dramatic rise in wearable devices, which were first created for consumers and sports enthusiasts, but have since been developed for medical purposes. These instruments, referred to as medical body area network (MBAN) devices, can measure electrocardiogram (EKG) readings, respiratory rates and insulin levels; detect breast cancer by reading changes in cellular structure; transmit an alert if a person falls down; and detect skin pH levels through a bandage to determine if a cut has become infected.

Smartphones and tablets are increasingly replacing conventional record-keeping systems, offering healthcare providers greater ease in accessing, storing and sending information. Advancements in store-and-forward technology have enabled X-rays, MRIs, CT scans, CAT scans and audio and visual observations to be digitally stored and instantaneously shared. Advancements in telecommunications and videoconferencing equipment have also enhanced real-time communication, letting physicians and specialists confer across great distances, promoting proper patient diagnosis and treatment. Additionally, peripheral devices can be attached to computers, mobile robotics and other equipment to aid in diagnoses. Direct two-way audio and video streaming between health centers has led to lower costs in these critical areas of health treatment.

Self-service kiosks have also been implemented in some hospitals. These kiosks can expedite processes, such as hospital registration, without having to involve hospital personnel. Automated kiosks can assist patients with copays, checking identification and other registration requirements. Such services have helped healthcare providers save on staffing costs. However, these industry services designed to cut administrative costs represent only a small share of the telehealth market. Advancements in healthcare technology and the use of digital technologies to deliver medical care, health education and aid have been, and will likely continue to be, the primary driver of industry revenue.

## Research validates efficacy of telehealth

### **Industry revenue growth has been augmented by numerous clinical research studies, validating the efficacy of telehealth treatment.**

Prior to the current period, a 2013 analysis by the Commonwealth Fund examined findings from three early telehealth adopters, including the Veterans Health

Administration, Partners HealthCare and Centura Health at Home. The study concluded that telemedicine and telemonitoring reduced hospitalizations, readmissions and healthcare costs, while improving patient satisfaction and engaging patients in their own healthcare (latest data available). This legitimization helped spur heightened revenue growth over the past five years.

A 2010 study of tele-intensive care units (ICU) at the Massachusetts Memorial Medical Center found that 50.0% more patients could be treated at facilities with tele-ICU capabilities; these patients would otherwise require a transfer to another hospital, saving about \$10,000 per patient (latest data available). Similar positive outcomes were found in other studies involving congestive heart disease, diabetes, dermatology and psychiatric treatment. These studies confirm that telehealth improves access to healthcare, boosts quality of care and increases cost efficiency, which have all been instrumental in driving industry sales.

### Industry structure

**Advancements in technology and the medical community's acceptance of telehealth services have driven industry revenue growth over the past five years.**

Similar to revenue, industry employment has also expanded at a rampant pace, increasing at an annualized rate of 35.5% to 14,703 workers over the five years to 2020, as greater demand for telehealth services facilitates the need for skilled workers. However, due to the wide array of product and service offerings in the industry, companies that specialize in telecommunications, health information technology, software and analytics, digital imaging and medical diagnostics and device manufacturing all contribute to this industry. Variety in these companies' cost structures makes it hard to assess industry profit. Nevertheless, IBISWorld estimates that industry profit, measured as earnings before interest and taxes, accounts for an estimated 1.1% of revenue in 2020. In addition, the number of companies that specialize in telehealth services has increased during the period, rising at an annualized rate of 41.6% to 780 enterprises over the five years to 2020.

#### Historical Performance Data

Year	Revenue	IVA	Estab.	Enterprises	Employment	Exports	Imports	Wages	Domestic Demand	Number of adults aged 65 and older
	(\$m)	(\$m)	(Units)	(Units)	(Units)	(\$m)	(\$m)	(\$m)	(\$m)	(Million)
2011	278	144	48	34	1,289	N/A	N/A	114	N/A	41.4
2012	306	145	54	38	1,394	N/A	N/A	117	N/A	43.2
2013	347	135	64	43	1,149	N/A	N/A	105	N/A	44.7
2014	542	231	141	97	2,136	N/A	N/A	196	N/A	46.2
2015	854	342	200	137	3,220	N/A	N/A	299	N/A	47.7
2016	1,785	684	283	194	6,572	N/A	N/A	609	N/A	49.3
2017	2,072	750	400	275	7,352	N/A	N/A	686	N/A	50.6
2018	2,461	945	566	389	9,416	N/A	N/A	866	N/A	53.2
2019	2,931	1,181	801	551	12,007	N/A	N/A	1,089	N/A	55.0
2020	3,217	1,402	1,134	780	14,703	N/A	N/A	1,306	N/A	56.1

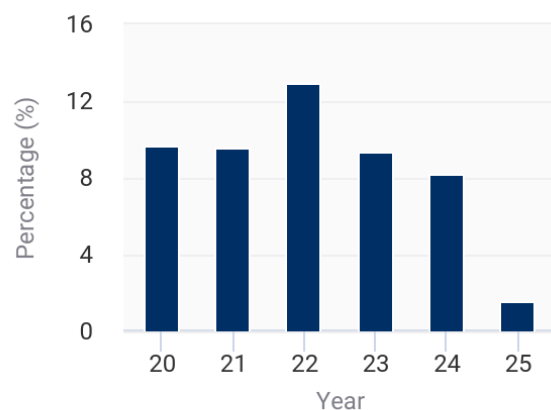
# Industry Outlook

## Outlook

**Over the five years to 2025, the Telehealth Services industry will likely continue to benefit from shifting demographics and structural factors affecting the healthcare system, including an aging population that is expected to increasingly demand medical care, a shortage of doctors and rapidly rising healthcare costs.**

Various studies have supported the idea that the industry can provide quality care to a large number of patients with greater cost efficiency. In addition, the implementation of existing national legislation and increased federal and state support for telehealth services will likely benefit patients, healthcare providers and industry participants. Additionally, even as the United States recovers from the COVID-19 (coronavirus) pandemic, demand for telehealth services is likely to remain high, as people that had tried telehealth services during the pandemic will likely continue to use these services. As a result, industry revenue is expected to continue to rise, increasing at an annualized rate of 8.3% to \$4.8 billion over the five years to 2025.

Industry Outlook  
2020–2025



Telehealth Services  
Source: IBISWorld

## Healthcare legislation

**Although the Patient Protection and Affordable Care Act (PPACA), was passed in 2010 and implemented in 2013, it has only just begun to significantly affect the Telehealth Services industry.**

Therefore, this legislation will likely provide the impetus for industry revenue growth over the five years to 2025. The PPACA incorporates several incentives for the industry. It directs the Centers for Medicare and Medicaid Innovation, also known as the CMS Innovation Center, to explore the facilitating of local hospital inpatient care by the use of electronic monitoring by outside specialists, and it lets the CMS Innovation Center develop patient-care models using remote-based monitoring systems to coordinate care over time and across settings. The PPACA also permits physicians to use telehealth to determine the need for home healthcare and in-home medical equipment and directs the CMS Innovation Center to provide medically underserved areas with telehealth services to treat behavioral health problems and stroke patients.

Following through on these objectives, in January 2015, the Centers for Medicaid and Medicare Services (CMS) extended its coverage of telehealth services by

offering seven new covered procedural codes for industry-related services. Moreover, the CMS announced it will cover remote patient monitoring for chronic conditions, under one of these new procedural codes. Prior to this rule change, Medicare mandated that such services could only be bundled with evaluation and management billing codes. Therefore, by separately itemizing remote patient monitoring services, the CMS opened the possibility for an expansion in Medicare reimbursements for telehealth services, which is expected to vastly expand industry revenue over the five years to 2025.

The PPACA also makes doctors and hospitals more accountable by moving medical care providers away from fee-for-service medicine, shifting reimbursement structures toward the value of care rather than the volume of services. This provision will likely pressure doctors and health professionals to keep patients out of hospitals, where care is more expensive. As a result, the use of telehealth services should strongly increase, as research has demonstrated that, in many cases, telehealth services are more cost efficient, result in fewer hospital visits and are as effective as hospital treatment.

### **An aging population boosts revenue**

**The number of adults 65 and older, according to US Census Bureau projections and IBISWorld estimates, is expected to grow at an annualized rate of 3.1% over the five years to 2025.**

As the US population progressively ages, incidences of chronic diseases including congestive heart failure, chronic obstructive pulmonary disease, diabetes, hypertension and end stage renal dialysis are expected to rise. Accordingly, treatment of these chronic diseases is expected to sharply accelerate the overall cost of US healthcare.

Greater demand for medical services, combined with an expected shortage of doctors, will likely drive demand for telehealth services. The Association of American Medical Colleges (AAMC) has long expected a physician shortage in the United States. For example, according to 2014 data, the AAMC anticipated a shortage of an estimated 130,600 doctors by 2025 (latest data available). The industry is well-positioned to help alleviate this lapse in care. By incorporating telehealth services, fewer physicians can treat more patients. Remote wearable monitoring devices, the use of smartphones and tablets to transmit self-monitored patient data and the ability of local physicians to confer with specialists remotely via videoconferencing will assist the delivery of adequate care and compensate for a physician shortage.

### **Legislation to promote industry growth**

**While several federal bills designed to encourage telehealth services have failed in the past, many state governments have enacted their own laws designed to encourage telehealth services.**

For example, in 2015, New York passed a telehealth law, which mandates that telehealth visits, including live video, store-and-forward and remote patient monitoring services must be reimbursed at the same rate as in-person visits. Moreover, private insurers in New York are required to cover telehealth-related

procedures if these services are provided by hospitals, hospice agencies, licensed physicians or other similar healthcare professionals. Currently, there are more than 20 states with some type of similar telehealth or telemedicine parity law.

The prospective for further state and Congressional support for telehealth services, combined with an increase in anticipated demand for industry services, will likely continue to entice new entrants into the rapidly expanding industry. According to IBISWorld estimates, the number of industry companies is expected to rise at an annualized rate of 29.1% to 2,793 enterprises over the five years to 2025. Likewise, industry employment is expected to expand an annualized 17.0% to 32,206 workers during the same period. However, as labor costs and competition increase, industry profit is projected to fall over the next five years. Regardless of this decline, new companies will likely continue to rapidly enter the industry.

### Performance Outlook Data

Year	Revenue	IVA	Estab.	Enterprises	Employment	Exports	Imports	Wages	Domestic Demand	Number of adults aged 65 and older
	(\$m)	(\$m)	(Units)	(Units)	(Units)	(\$m)	(\$m)	(\$m)	(\$m)	(Million)
2020	3,217	1,402	1,134	780	14,703	N/A	N/A	1,306	N/A	56.1
2021	3,526	1,664	1,537	1,070	17,984	N/A	N/A	1,564	N/A	57.8
2022	3,982	1,982	1,992	1,400	21,817	N/A	N/A	1,872	N/A	59.7
2023	4,353	2,291	2,532	1,796	25,702	N/A	N/A	2,173	N/A	61.6
2024	4,710	2,583	3,176	2,274	29,381	N/A	N/A	2,458	N/A	63.4
2025	4,784	2,780	3,855	2,793	32,206	N/A	N/A	2,655	N/A	65.2

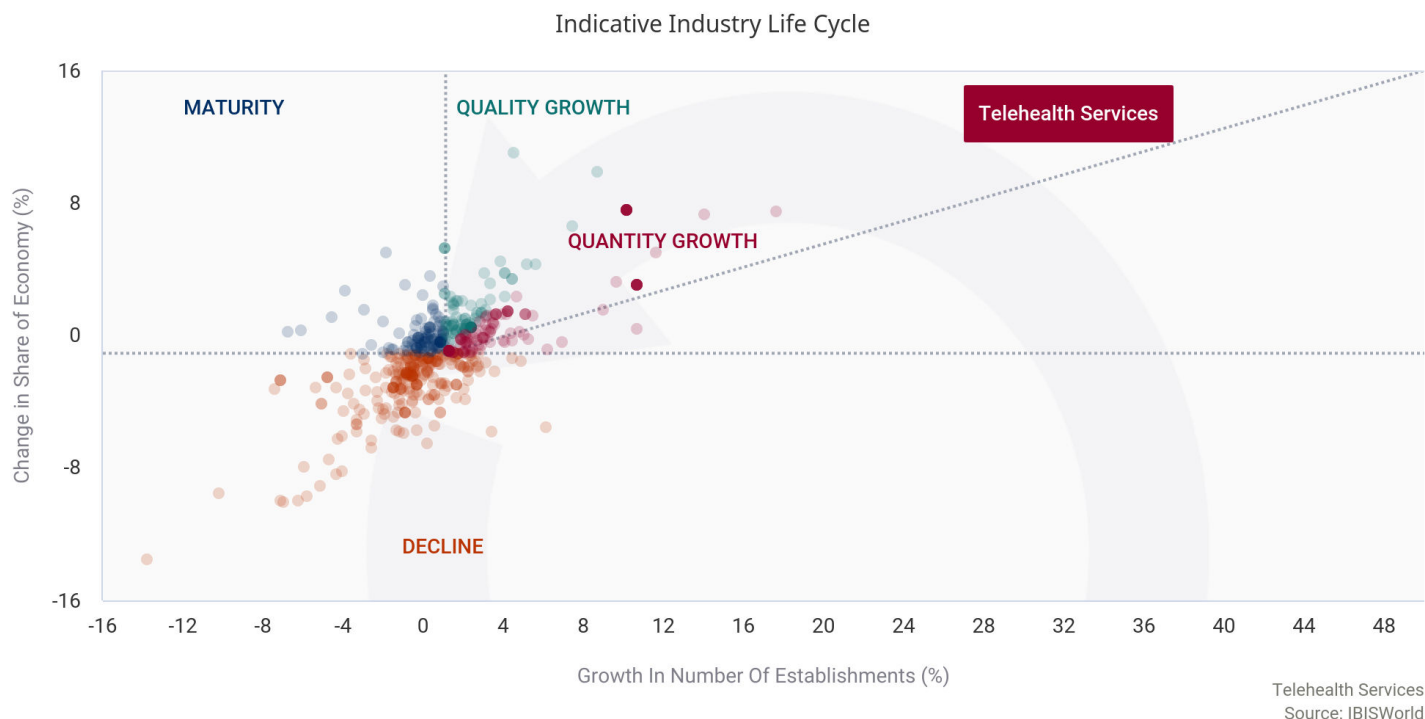
### Industry Life Cycle **The life cycle stage of this industry is Growth**

#### LIFE CYCLE REASONS

**IVA is expected to grow at a faster rate than the overall economy**

**Technological innovation has underpinned industry revenue growth**

**Industry employment and establishment growth has occurred at a rapid pace**



The Telehealth Services industry is in the growth stage of its life cycle. The industry revenue and the mix of services provided by industry operators are constantly augmented by advancements in medical technology and telecommunications. In addition, the industry is poised to benefit from its inherent cost-efficiencies, which make it a viable alternative to traditional in-patient care and from the growing number of individuals 65 and older, whose increasing need for medical attention will drive industry demand. As a result, industry revenue has been expanding rapidly in recent years.

Industry value added (IVA), a measure of an industry's contribution to the overall economy, is expected to grow at an annualized rate of 23.3% over the 10 years to 2025. This growth rate is more than 10 times the growth rate of US GDP, which is estimated to grow at an annualized rate of 1.5% during the same period. This disparity is one indication that the industry is in the growth phase of its life cycle.

Industry products and services are far from established. Technological innovation has been crucial to the industry's success; new products and services, such as self-monitoring devices and medical body area network devices, have enabled patients to measure heart and respiratory rates, measure insulin levels, detect skin pH levels and transmit data to a medical professional or healthcare provider.

Furthermore, the number of companies in the industry has grown, indicating there is an increasing market for telehealth services. The number of enterprises is expected to grow an annualized 35.2% over the 10 years to 2025. Employment is also expected to spike during the same period as more businesses and greater demand for industry services will likely necessitate more workers.

# Products and Markets

## Supply Chain

### KEY BUYING INDUSTRIES

#### 1st Tier

Consumers in the US

#### 2nd Tier

Health & Medical Insurance in the US

### KEY SELLING INDUSTRIES

#### 1st Tier

Primary Care Doctors in the US

Camera & Film Wholesaling in the US

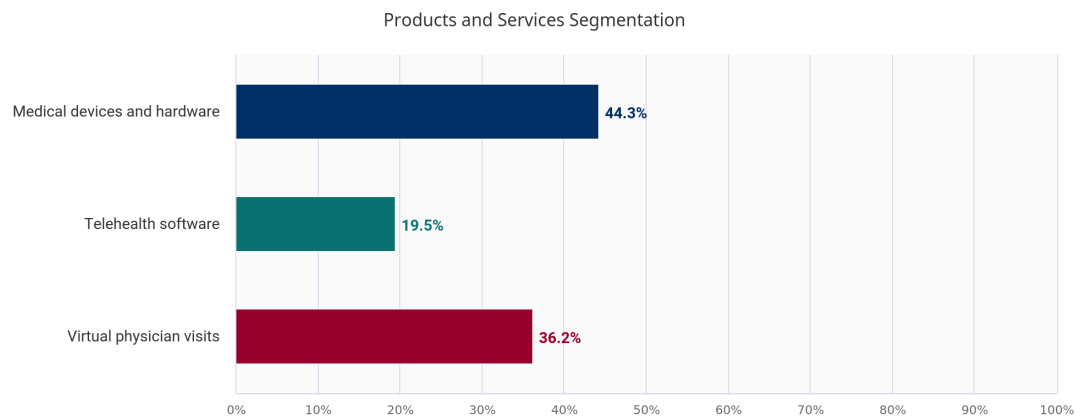
#### 2nd Tier

Medical Instrument & Supply Manufacturing in the US

Telecommunication Networking Equipment Manufacturing in the US

Satellite Telecommunications Providers in the US

## Products and Services



2020 INDUSTRY REVENUE

**\$3.2bn**

Telehealth Services  
Source: IBISWorld

### Medical devices and hardware

**Telehealth hardware is one of the most valuable segments of the Telehealth Services industry, with the sale of telehealth medical devices and hardware expected to account for 44.3% of industry revenue in 2020.**

This segment is mostly made up of implantable devices that can send data directly from patients to physicians. These devices include pacemakers and glucose monitors for patients with diabetes. Due to the more advanced nature of these devices, telehealth devices carry a higher price than other medical devices. Over the



five years to 2020, as telehealth has grown in popularity, medical device manufacturers have developed new devices that incorporate telemedicine, causing this segment to grow as a share of revenue.

### Virtual physician visits

**Virtual physician visits are a staple of this industry, which can be conducted over the Internet or phone.**

In 2020, this segment is expected to account for 36.2% of revenue. Virtual physician visits have been the reason for much of the revenue growth experienced by the Telehealth industry, as consumer telecommunication technology has expanded. The rising prevalence of smartphones has made telehealth services more accessible for consumers. Patients are able to communicate with physicians from home using the cameras on their phones. In 2020, this segment has particularly benefited from the COVID-19 (coronavirus) pandemic, causing this segment to grow as a share of revenue during the period. Due to the highly contagious nature of the virus, hospitals and other healthcare providers have encouraged patients to use telehealth services to control the spread of the virus. As a result, physicians have begun relying on virtual visits as a primary means of providing care. Over the five years to 2025, as cameras on phones are expected to continue advancing, this segment is expected to grow as a share of revenue.

### Telehealth software

**Telehealth software includes the programs used by medical and consumer devices in telehealth services.**

The telehealth software used by implantable devices needs to be highly secure, as the data sent by telehealth devices is extremely sensitive and can be targeted by hackers. For this reason, telehealth software must be frequently updated and tested to ensure it cannot be hacked. This segment also includes smartphone apps that use telehealth technology. In 2020, this segment is expected to account for 19.5% of industry revenue, marginally declining as a share of revenue during the period.

## Demand Determinants

### Research and development spending

**Revenue for the Telehealth Services industry primarily depends on demand from medical establishments, such as hospitals, clinics and doctors' offices, that provide remote care for patients.**

As a result, any economic downturn that adversely affects these markets would also have a negative effect on industry revenue. For example, a decrease in the number of consumers with health insurance could potentially result in a decline in profit, as consumers find themselves foregoing expensive medical treatment and opting for less expensive alternatives. This, in turn, would lead to a cutback in research and development spending, causing cash-strapped telehealth services companies to focus on existing product lines.

Increased consolidation in biotechnology and medical device manufacturing could also negatively affect revenue growth for the industry. During periods of consolidation and low competition, these companies could spend more on marketing and maintaining existing treatments. Fewer new treatments would result in a lower instance of technological change, ultimately hurting revenue for telehealth services system providers.

### Physical limitations

**One of the main appeals of telehealth services is the convenience of virtual healthcare services.**

Telehealth services enable patients to receive medical care from the comfort of home. Additionally, when people are unable to receive in-person healthcare services, demand for telehealth services increases. For example, the COVID-19 (coronavirus) pandemic has limited consumers' ability to receive in-person care because the contagious nature of the virus has forced many physicians and healthcare providers to only offer telehealth services. As a result, in 2020, demand for virtual physician services is expected to rise significantly.

### Demographics

**Industry revenue is also driven by a variety of demographic and socioeconomic factors, such as patient accessibility to healthcare, increased life expectancy rates and the aging of the overall population.**

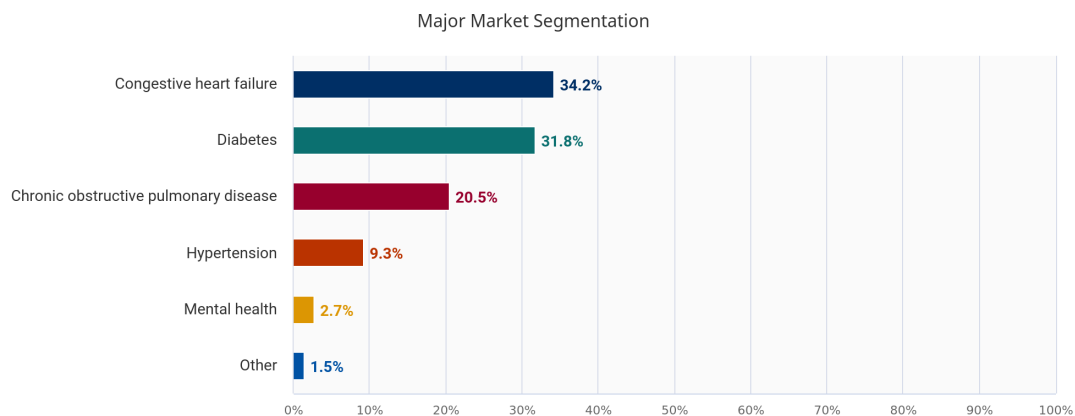
A majority of healthcare expenses come toward the end of a person's lifespan, and the United States is currently experiencing an aging population. The number of adults aged 65 and older has increased an annualized 3.3% over the five years to 2020. As a result, the incidence of age-related illnesses, such as mental health, heart disease and diabetes, has risen. Fortunately, elderly Americans have more disposable income compared with previous generations, and these factors have increased demand for medical services that provide remote treatment for common medical conditions.

### Government regulations

**The Patient Protection and Affordable Care Act has bolstered health insurance coverage for Americans, and therefore, demand for industry services.**

As more Americans are covered covered by health insurance, there will likely be a greater number of patients demanding medical attention. Telehealth services enable physicians to care for more patients through remote visits during daily rounds. Additionally, Medicare and Medicaid cover many mental health services, increasing demand for covered Americans for such treatment.

## Major Markets



2020 INDUSTRY REVENUE

**\$3.2bn**

Telehealth Services  
Source: IBISWorld

### Congestive heart failure

Many consumers that seek out services provided by the Telehealth Services industry are seeking out treatment for congestive heart failure (CHF). CHF is a condition in which the heart is unable to pump a sufficient flow of blood to the rest of the body. Symptoms of CHF include shortness of breath, swollen legs and the inability to exercise. The condition, caused by various forms of heart disease, is typically diagnosed by a physician using blood tests and an echocardiography. Industry operators are able to remotely monitor CHF patients from their home, thereby eliminating unnecessary visits to doctor's offices and hospitals. CHF is expected to account for an estimated 34.2% of industry revenue in 2020. Over the five years to 2020, this segment has remained relatively constant as a share of revenue as more Americans have become better at treating their diabetes, high blood pressure, high levels of stress and obesity, all of which can lead to CHF.

### Diabetes

Diabetes is a chronic disease in which a person has a high amount of glucose in their blood. There are three primary types of diabetes, including Type 1 or insulin-dependent diabetes is a result of the body not producing insulin and is treated with insulin injections; Type 2 diabetes is a result of the body being resistant to the insulin that the body produces; and gestational diabetes can occur in pregnant women who develop a high level of sugar in their blood. These women usually have had no prior diagnosis of diabetes; however, gestational diabetes can be a precursor of Type 2 diabetes. Telehealth services permit diabetes patients to have insulin levels monitored by their doctor from a remote location. Diabetes is expected to account for 31.8% of industry revenue in 2020. Over the past five years, this segment has increased as a share of revenue as Americans have been eating diets high in sugar.

### Chronic obstructive pulmonary disease

Chronic obstructive pulmonary disease (COPD) is common lung disease in which breathing becomes difficult. The two main forms of COPD are chronic bronchitis and emphysema. While smoking is the main cause, heavy exposure to secondhand smoke, pollution and gases or fumes also place nonsmokers at risk. Symptoms of

COPD include coughing, fatigue, respiratory infection and wheezing. The chronic illness is best diagnosed using a spirogram to test lung function. COPD patients employ industry services to be monitored remotely by their physician. In 2020, COPD is expected to account for an expected 20.5% of industry revenue and has been a steady share of revenue over the past five years due to antismoking campaigns directed toward teenagers.

### **Hypertension**

Hypertension or high blood pressure is a chronic condition that occurs when there is elevated blood pressure in the arteries, typically at or above 140/90. In most hypertension cases, there is no underlying medical cause; however, a small percentage of cases are caused by other conditions affecting arteries, the endocrine system, the heart or kidneys. Those with hypertension are at a greater risk for stroke and aneurysms. Industry companies are able to easily monitor hypertension patients remotely, decreasing the need for on-site visits. In 2020, hypertension is expected to account for an estimated 9.3% of industry revenue. This segment has increased as a share of revenue during the period as Americans have been eating foods high in sodium.

### **Mental health**

Mental health treatment includes treatment for anxiety and depression. With telehealth, patients are able to meet with their doctors via video conferencing, in lieu of an office visit. This segment is expected to account for 2.7% of industry revenue in 2020. Mental health cases have increased over the past five years as many mental health treatment costs are now covered by Medicare and Medicaid. Additionally, in 2020, demand for mental health telehealth services has increased due to the COVID-19 (coronavirus) pandemic. The coronavirus pandemic has created feelings of stress, depression, anxiety and grief for people both directly and indirectly affected by the virus. As a result, demand for counseling and other mental health services has increased over the past five years.

### **Other**

Other telehealth services are expected to account for 1.5% of industry revenue in 2020. This segment includes skin diseases, nutrition, oral health and reproductive health. Remote monitoring and conferencing with providers grants both patients and doctors greater flexibility. Over the past five years, this segment's share of revenue has declined.

## **International Trade**

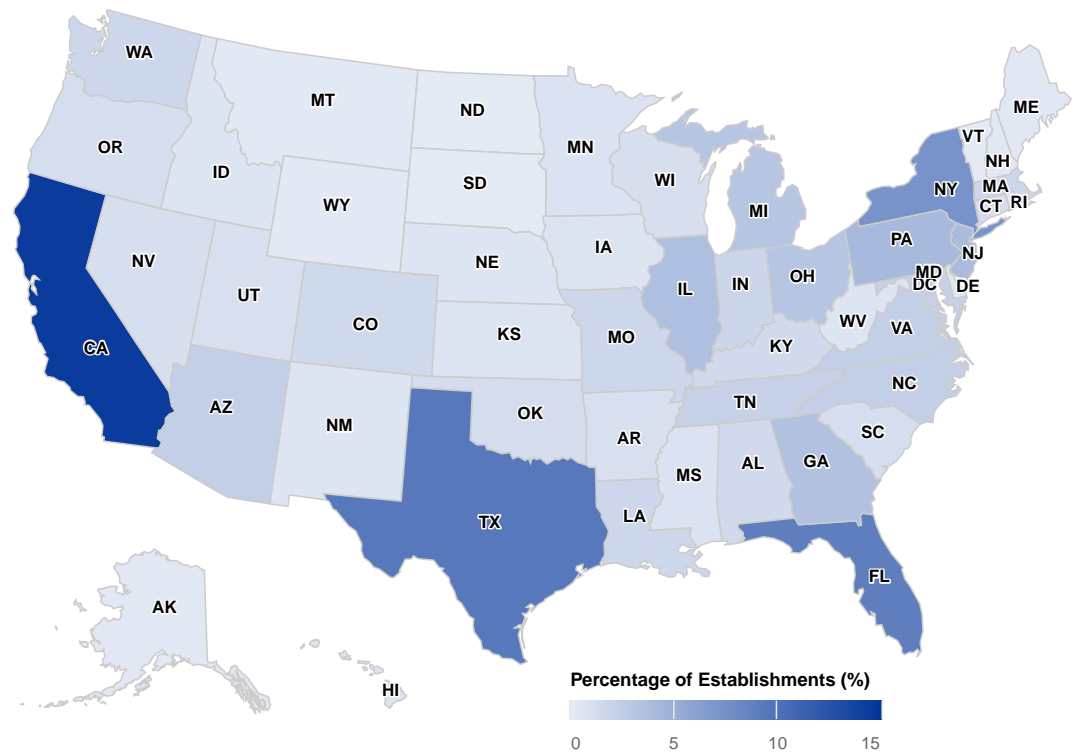
**Exports in this industry are**  **Low and Steady**

**Imports in this industry are**  **Low and Steady**

Operators primarily provide services to the domestic market due to the service-based nature of the Telehealth Services industry. As a result, imports and exports are not applicable to this industry.

## Business Locations

### Business Concentration in the United States



Telehealth Services  
Source: IBISWorld

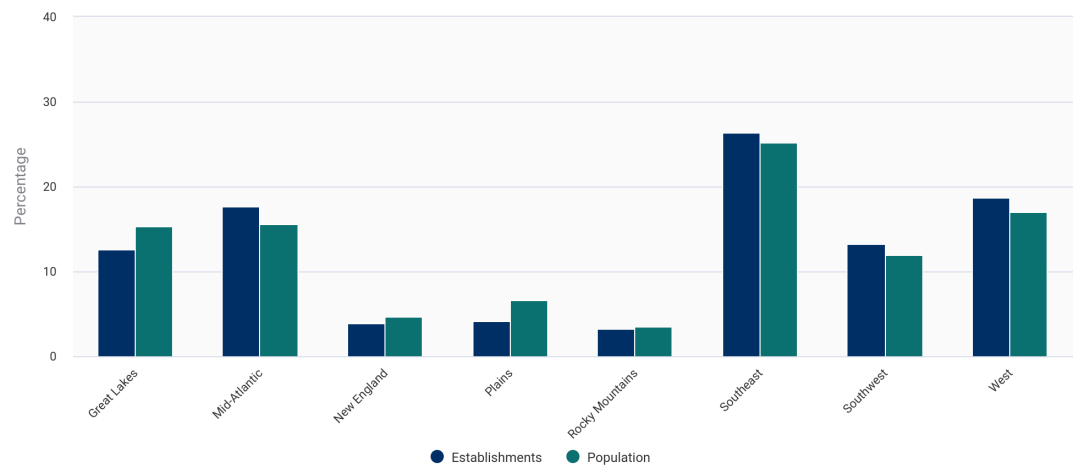
The distribution of establishments in the Telehealth Services industry closely follows the US population. Most operators are located in urban areas, often near hospitals and doctors' offices. According to 2018 data from the American Medical Association (AMA), 75.0% of physicians are located in metropolitan areas, while the remaining 25.0% are located in rural areas (latest data available). Although, patients in rural communities greatly benefit from telehealth services, they are able to have many health conditions monitored from afar without having to commute to see their physician.

The Southeast region accounts the largest concentration of telehealth services companies, accounting for an estimated 26.4% of industry establishments and 25.7% of the population in 2020. The demographics and specific needs of communities dictate the need for industry services. The elderly, those that are immobile and those living in rural areas, all prevalent in this region, typically require frequent medical attention. Telehealth services enables them to receive such assistance from the comfort of their own home. In the Southeast, Florida accounts for the most significant share of both population and industry locations, having several large cities that are hubs for many medical professionals.

The Mid-Atlantic region also holds a large share of establishments and the population, accounting for 17.7% and 15.2%, respectively, in 2020. The region's higher share of establishments signifies that the Mid-Atlantic has the highest physician-to-population ratio, according to the AMA. Furthermore, according to the US News and World Report, five of the top 10 medical schools in the United States are located in this region and the nearby New England region. These medical schools include Harvard University, Johns Hopkins University, University of Pennsylvania, Yale University and Columbia University. While Columbia University, Johns Hopkins University and the University of Pennsylvania are located in this region, students from Harvard and Yale are likely to migrate to the Mid-Atlantic for opportunities in New York, which accounts for 7.2% of establishments in 2020, and New Jersey, which accounts for 3.9% of establishments in 2020.

Other regions with a significant share of industry establishments are the West (18.7%), Southwest (13.3%) and Great Lakes (12.5%). In the West region, California accounts for the largest share of industry establishments, at 14.3% in 2020. There are many major medical facilities and teaching hospitals in California that necessitate the need for industry services. Texas, located in the Southwest, also accounts for a large share of industry establishments. Despite being home to several large teaching hospitals, the Great Lakes region has one of the lowest physician-to-population ratios.

Distribution of Establishments vs Population



Telehealth Services  
Source: IBISWorld

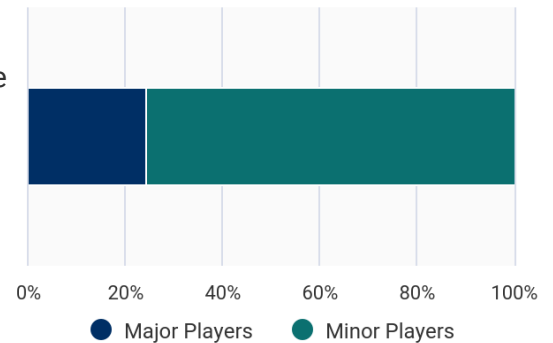
# Competitive Landscape

## Market Share Concentration

Concentration in this industry is ✔ **Low**

The Telehealth Services industry has a low level of market share concentration. The top four companies are estimated to account for 28.7% of industry revenue in 2020. Barriers to entry in this industry are moderate, and potential entrants may have difficulty sourcing talent for product and software development. Additionally, this industry has a moderate degree of patent protection, and new companies must develop telehealth services systems that are not in violation of existing patents. Nevertheless, this developing industry has rapidly expanded, with the number of industry enterprises increasing at an annualized rate of 41.6% to 780 operators over the five years to 2020. For example, InTouch Health currently serves more than 1,000 hospitals and claims to introduce one new telehealth service device per day.

Market Share Concentration



Telehealth Services  
Source: IBISWorld

## Key Success Factors

IBISWorld identifies 250 Key Success Factors for a business. The most important for this industry are:

**Access to highly skilled workforce:** Employees in this industry are highly knowledgeable with expertise in software. Attracting and keeping highly skilled software developers is a key to continued success in this industry.

**Must comply with government regulations:** Industry operators must comply with significant legislation on federal and state levels regarding patient data security, accuracy and traceability.

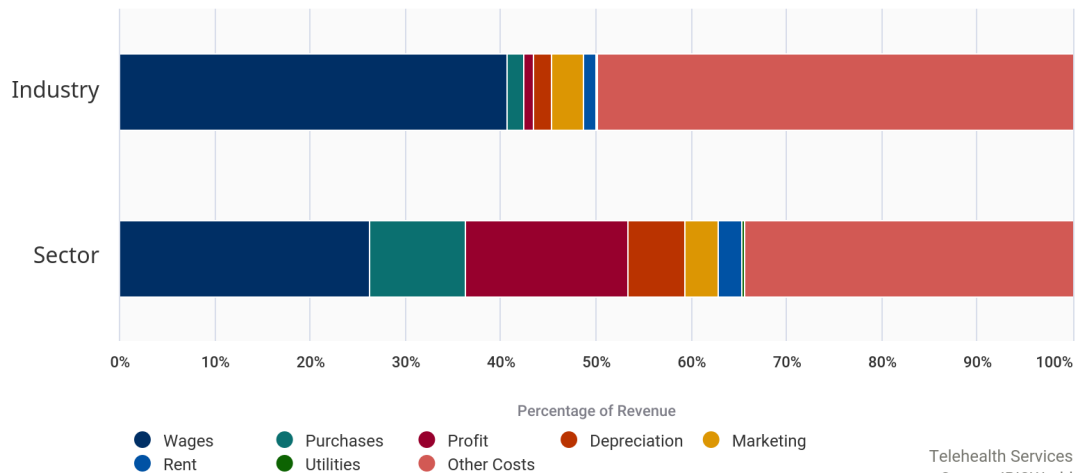
**Ability to vary services to suit different needs:** Telehealth software can be used as a productivity enhancing tool in a variety of applications. Tailoring an industry product to a specific customer's need can lead to new clients and increased revenue.

**Ability to quickly adopt new technology:** This industry is subject to fast technological changes. Adopting new technologies faster than competitors offers companies a competitive advantage, and a failure to change may result in loss of business and market share.

**Proximity to key markets:** Industry operators must be located near hospitals and doctors that aid in the care of patients.

# Cost Structure Benchmarks

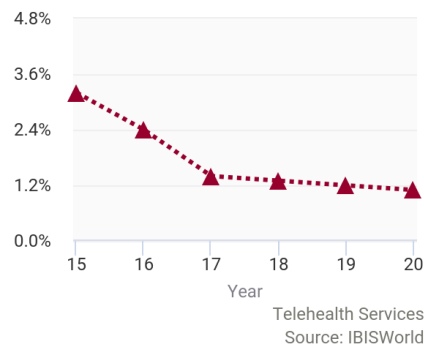
Cost Structure 2020



## Profit

Industry profit, measured as earnings before interest and taxes, is expected to account for only 1.1% of revenue in 2020. Profit tends to be relatively low because the industry has become highly competitive as more companies have entered the industry. Additionally, many operators have increased labor costs over the five years to 2020 as wages for programmers have grown. During the period, profit has decreased, accounting for 3.2% of revenue in 2015, as a result of increased wage costs.

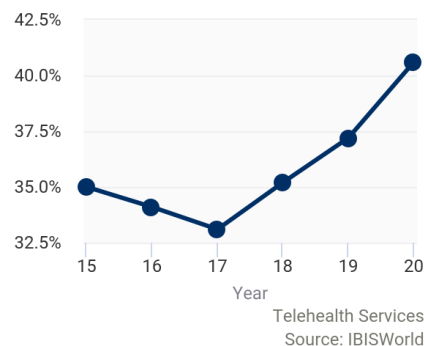
Profit as a Share of Revenue 2015-2020



## Wages

Wage costs constitute the greatest share of industry revenue, accounting for an expected 40.6% of revenue in 2020. Industry operators need skilled workers from a variety of fields, including medical software, systems management and information and imaging technology. In addition, employees in this industry must possess knowledge of pathology and medical terminology. Wage costs are also connected to sales commissions, and the industry is currently experiencing a high-growth phase, with companies pushing sales and trying to increase market share. Over the past five years, labor costs have grown significantly as industry companies have expanded operations, and therefore, the number of employees. Even with rising demand, company expansion has outpaced revenue growth, permitting wages to increase as a share of revenue during the period.

Wages as a Share of Revenue 2015-2020

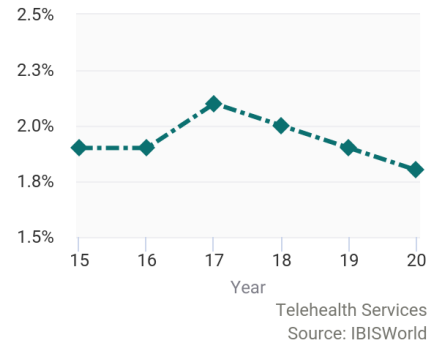




### Purchases

Purchase costs in the industry are low, accounting for an estimated 1.8% of industry revenue in 2020. Purchase costs include the costs related to procuring software, video, communications and medical equipment. These purchases tend to remain consistent as a share of revenue because they factor into regular industry operations.

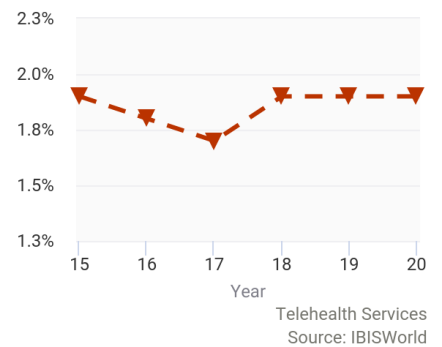
Purchases as a Share of Revenue 2015-2020



### Depreciation

Depreciation costs for the industry is low, accounting for an estimated 1.9% of industry revenue in 2020. Aside from computer systems, there is little equipment to maintain and replace.

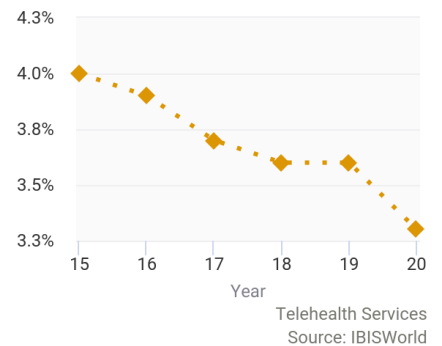
Depreciation as a Share of Revenue 2015-2020



### Marketing

Marketing costs are moderate and expected to comprise 3.3% of industry revenue in 2020.

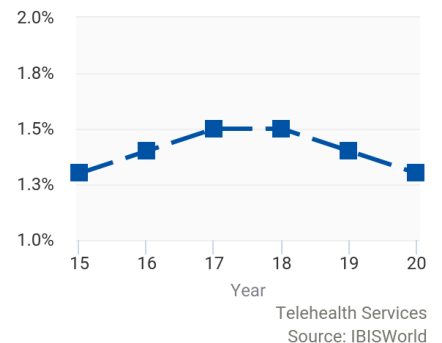
Marketing as a Share of Revenue 2015-2020



### Rent

Rental costs are relatively low for the industry because industry companies do not need significant space to provide services. In 2020, rental costs are expected to account for 1.3% of revenue.

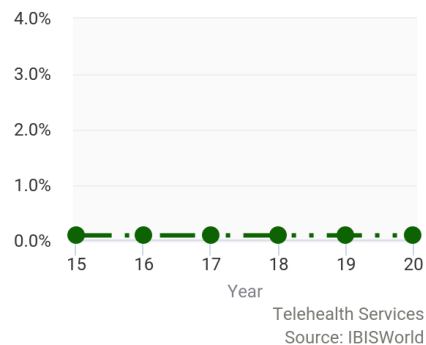
Rent as a Share of Revenue 2015-2020



### Utilities

Utility costs are expected to account for 0.1% of revenue in 2020 because industry operators only need to operate video equipment.

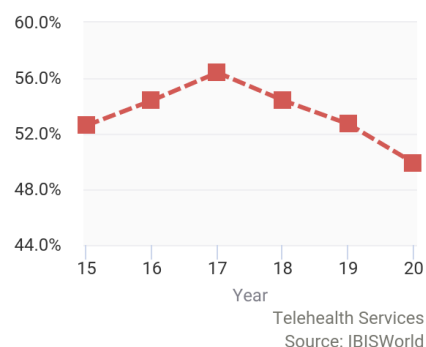
Utilities as a Share of Revenue 2015-2020



### Other Costs

Other costs include administrative costs, business and legal expenses and amortization, which is the depleting value of nontangible assets, such as copyrights and patents. Other costs account for 49.9% of revenue in 2020.

Other Costs as a Share of Revenue 2015-2020



## Basis of Competition

Competition in this industry is ⊖ **Medium** and **Steady**

### | The Telehealth Services industry is moderately competitive.

Providers compete on the basis of product quality, which is often determined by factors such as product functionality and the speed, performance and ease of product use. This industry is especially subject to changes in technology, and the ability to develop innovative products that enhance usability and interoperability can assist operators in gaining market share against competitors. Therefore, industry operators dedicate a substantial share of revenue toward research and development.

Additionally, industry operators compete on the value of the service offered. Marketing and customer services is of key importance in this industry, as knowledgeable sales personnel with expertise in software are necessary. Training is typically offered to clients, as applications can require customer support, especially in the early stages of product use.

Industry operators also compete on the breadth of product offerings, and providers often tailor data management solutions to the specific needs of their clients. Industry operators can customize a data management system for a specific field of medicine, delivery option or transmittal.

Other factors, such as data security, are important to the industry and serve as benchmarks for product differentiation. Operators gather, store and analyze sensitive information. Thus, securing data is essential. Any breach in confidential medical data or patient information can result in lost revenue for industry operators or potentially subject operators to litigation.

Additionally, the industry experiences external competition in the form of traditional health services, such as in-person doctor visits and hospital visits. While telehealth has become more popular in recent years, especially during the COVID-19 (coronavirus) pandemic, some consumers have preferred traditional health services.

## Barriers to Entry

Barriers to entry in this industry are **⊖ Medium and Increasing**

There are moderate barriers to entry for the Telehealth Services industry. On a technical basis, there are few barriers to entry for software publishing start-ups. Typically, most software companies begin with a little more than a handful of programmers and computers. However, patents of intellectual property can limit competition while the industry's largest companies are able to rely on brand recognition, strong networks and connections to downstream health industries. Industry operators also receive recurring revenue from contracts with existing clients, which increases the barriers to entry to this industry. However, these contracts are often in shorter duration, offering opportunity for potential entrants.

The market for skilled employees creates an additional barrier to entry to the industry. Telehealth service providers compete with all other software companies for the same pool of software engineering talent. A broad skill set is also necessary for industry employees. Client-facing positions must be versed in understanding the software's abilities and in medical knowledge. Therefore, potential entrants may find it difficult or costly to attract a skilled and talented workforce.

### Barriers to entry checklist

Competition	Medium	⊖
Concentration	Low	✓
Life Cycle Stage	Growth	✓
Technology Change	High	⚠
Regulation & Policy	Medium	⊖
Industry Assistance	Low	⚠

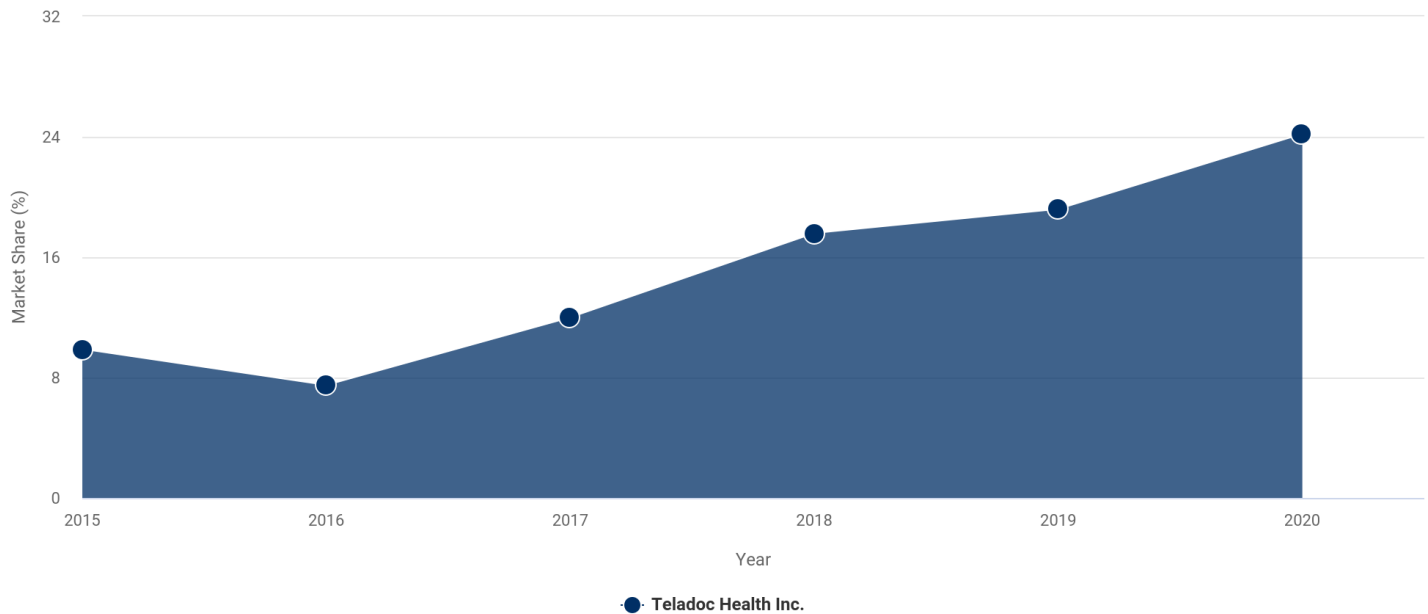
## Industry Globalization

Globalization in this industry **✓ Low and Increasing**

The Telehealth Services industry has a low level of globalization. Most industry operators are US-owned and generate revenue domestically. Significant globalization is prevented by the personal nature of services, such as between a physician and patient, and international differences in telehealth related policies and reimbursement procedures among government and private healthcare insurers. Nevertheless, there are many multinational companies operating in this industry.

# Major Companies

Major Players and Their Market Share 2015–2020



Telehealth Services  
Source: IBISWorld

## Major Players

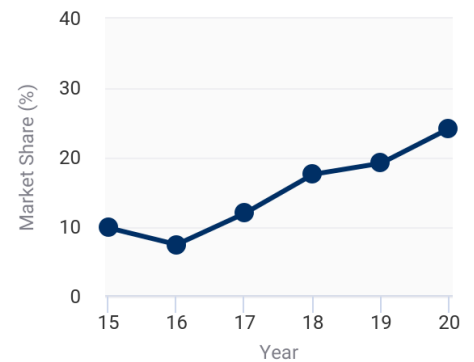
### TELADOC HEALTH INC.

#### Market Share: 24.2%

Founded in 2002, Teladoc Inc. (Teladoc) is a Purchase, NY-based telehealth services company that provides medical care via two-way videoconferencing and phone consultation. Teladoc provides services through contracts with professional associations and licensed physicians. In total, the company's nearly 11.0 million members are connected through the internet, phone or mobile devices to more than 1,100 board-certified physicians and behavioral health professionals.

Throughout its history, Teladoc has been able to expand through strategic mergers and acquisitions. Most recently, the company acquired InTouch Health, a telehealth service provider and medical systems manufacturer that serves more than 1,200 hospital locations across 20 countries. The acquisition was completed in July, 2020, and has been one of Teladoc's most significant acquisitions to date. Since this acquisition, Teladoc has announced plans to purchase Livongo Health.

Teladoc Health Inc.



Customers are expected to provide medical forms prior to joining but are entitled to around-the-clock consultation access via phone or video conference. Practitioners cannot prescribe certain drugs, and consultations are typically limited to minor diagnoses such as sinus infections, bronchitis, respiratory infections, flus, allergies and other common ailments. However, the company remains entrenched with many state medical boards over coverage and reimbursements for its telehealth consultations. For example, in April 2015, the Texas Medical Board adopted new rules, which require an in-person examination before a physician can prescribe medication to patients in Texas. Teladoc's present business model does not include in-person examinations before prescribing medications and, therefore, is not able to fully satisfy this amendment. This policy change has been a major barrier to revenue growth in states such as Texas.

Currently, Teladoc's 259 employees serve more than 4,000 companies, health plans, systems and other entities, including Aetna Inc., Blue Shield of California and Highmark. The company generates revenue from its largest clients on a per-member, per-month contractual basis, whereby subscription access fees are paid by major clients on behalf of their employees, dependents or beneficiaries. Moreover, the company generates revenue from per-visit fees, which typically cost \$40.00 per visit. In 2019, Teladoc conducted more than 4.1 million telehealth visits.

### Financial performance

Company revenue surged at an annualized rate of 58.7% over the five years to 2020, as Teladoc rapidly expanded its client base. The company's largest clients include enterprises, such as Accenture, and health plans, such as Amerigroup. However, no single client represents more than 10.0% of company revenue. In 2020, Teladoc is expected to generate \$778.1 million in industry-relevant revenue. Nevertheless, Teladoc continues to operate at a loss, as the company made substantial investments in technology to expand its IT platform and bolstered spending on sales and marketing to build a network of clients.

Teladoc Health Inc. (US industry-specific segment) - financial performance*				
Year	Revenue (\$m)	Growth (% change)	Operating Income (\$m)	Growth (% change)
2015	77.4	77.9	-55.8	267.1
2016	123.2	59.2	-62.7	12.4
2017	233.3	89.4	-75.4	20.3
2018	417.9	79.1	-70.9	-6.0
2019	553.3	32.4	-80.4	13.4
2020	778.1	40.6	-78.6	-2.2

Source: Annual report and IBISWorld

Note: \*Estimates

## Other Players

### CARENET HEALTHCARE SERVICES

Carenet Healthcare Services (Carenet Health) is a San Antonio-based company that specializes in medical process outsourcing, healthcare support services, call center resources and telehealth services for healthcare companies, hospitals and government agencies. The company was formed in 1988 and initially provided

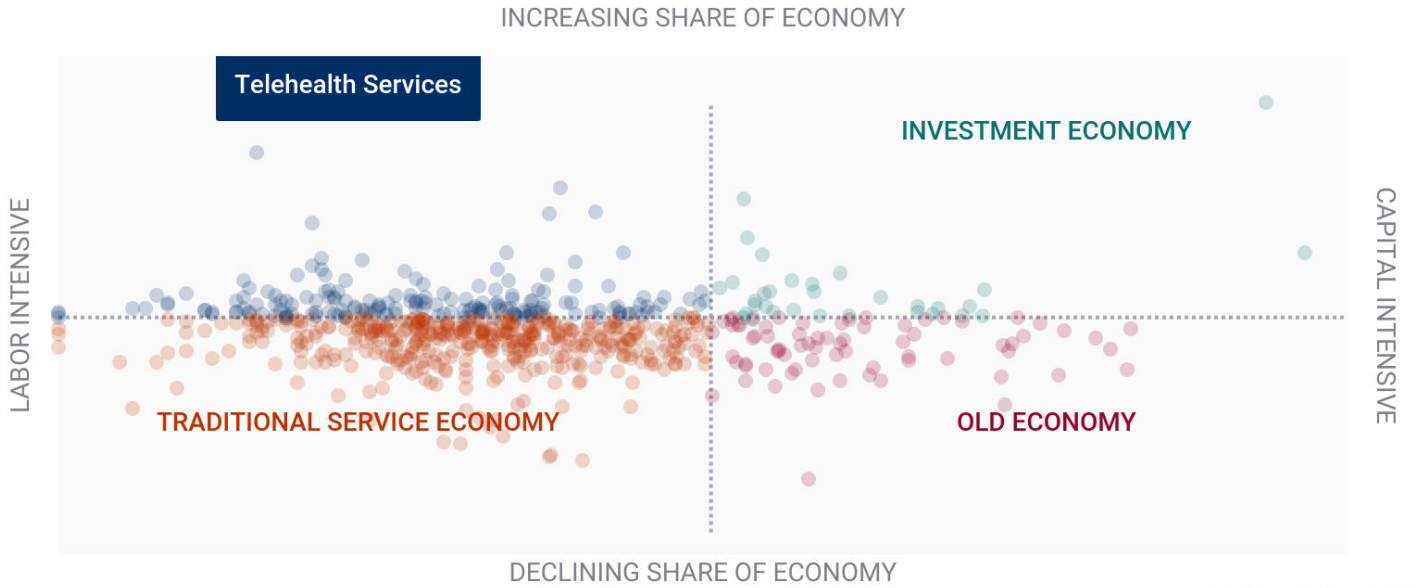
advice to patients and nurses. Over the five years to 2020, the company has rapidly expanded alongside other telecommunications-based healthcare service providers to include professional medical phone service through health plans, employer groups and pharmacies. The company operates a team of registered nurses and health professionals to provide additional services not included within the Telehealth Services industry, such as hospital administrative outsourcing, patient advocacy programs and hospital postdischarge assistance. Carenet Health has been consistently ranked as one of the fastest growing companies according to *Inc. Magazine* over the past five years. IBISWorld estimates that Carenet has generated \$77.2 million in industry-relevant revenue in 2020.

## **GLOBALMEDIA GROUP LLC**

GlobalMed, a subsidiary of GlobalMedia Group LLC, is a telehealth hardware and software company located in Scottsdale, AZ, that focuses extensively on improving healthcare technology systems. The company manufactures mobile telemedicine stations used for videoconferencing and sells telecommunications software to healthcare professionals through its trademarked CapSure, CapSure Cloud and EasyShare systems. GlobalMed's video conferencing systems are used by hospitals across remote areas in which in-person hospital visits are especially difficult. GlobalMed is a privately owned and operated company, and therefore, does not release its financial information to the public. However, based on the company's press releases, IBISWorld anticipates continued revenue growth over the five years to 2020. The increasing popularity of video conferencing among medical professionals and their patients will likely lead to continued growth for the company. IBISWorld anticipates GlobalMed has generated an estimated \$57.9 million in industry-relevant revenue in 2020.

# Operating Conditions

## Costs of Growth: Targeting Capital vs. Labor



Telehealth Services  
Source: IBISWorld

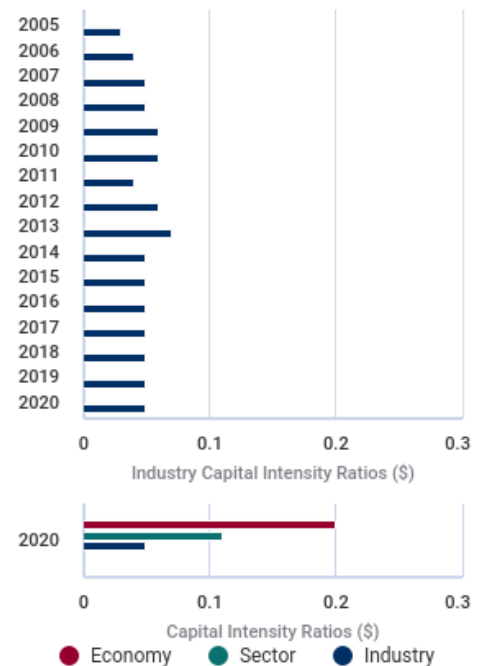
## Capital Intensity

The level of capital intensity is ✔ **Low**

The Telehealth Services industry has a low level of capital intensity. IBISWorld estimates that for every \$1.00 spent on wages, industry operators will spend \$0.05 in capital investment in 2020. Capital investment is mainly in equipment, such as computers and software and hardware components. Capital expenditure is mostly incurred at the start of the business and as assets are replaced.

Furthermore, this industry is labor-intensive. Duties undertaken by employees include product generation, processing purchases, sales and customer service. Unlike capital costs which vary between operators, labor costs are an integral part of operating expenditure and are an annual expense which cannot be depreciated and spread over time. Therefore, labor costs for this industry and other service industries are substantially larger than capital expenditure.

Capital Intensity Ratios



Telehealth Services  
Source: IBISWorld

**The Telehealth Services industry serves as a form of technological disruption for most of the Healthcare sector (IBISWorld report 62).**

However, the industry has changed significantly over the five years to 2020 as video conferencing technology has advanced. Improvements to video calling technology have permitted telehealth providers to drastically grow their businesses and more easily provide care remotely. The companies that are best able to leverage the latest telecommunications technology will likely emerge as the industry's strongest players.

The level of technology change is ⚠ **High**

**The Telehealth Services industry experiences a high level of technological change.**

Telehealth software is developed from a fusion of audio, high-definition video, third-party medical programs and collaboration tools. The time and costs associated with this data integration process varies on the amount and complexity of data. The latest systems offer online delivery, such as Cisco Systems Inc.'s HealthPresence, which enables clients to more easily control remote patient management, collaboration and demand for services. Increased flexibility and interoperability enhance telehealth systems. Furthermore, high data encryption is necessary to ensure data security. Despite the many recent strides in industry technology, telehealth services are still not to be used in emergency situations.

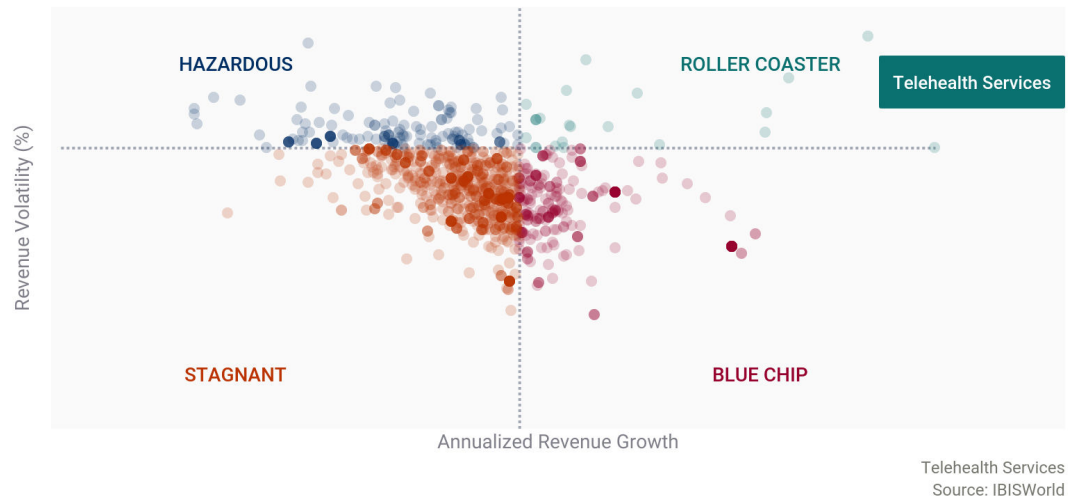


Additionally, this industry is subject to frequent changes in technology. Adopting new technologies faster than competitors provides a competitive advantage to companies. Industry operators are vigilant in updating their products in an effort to increase interoperability and enhance data security. Failure to provide clients with improvements such as these features may result in a loss of business.

## Revenue Volatility

The level of volatility is **⚠️ Very high**

Volatility vs. Growth



Note: Revenue growth and decline reflective of 5-year annualized trend. Y-axis is in logarithmic scale. Y-axis crosses at long-run GDP. X-axis crosses at high volatility threshold.

**While revenue volatility in the Telehealth Services industry is high, industry revenue is expected to increase strongly each year over the five years to 2020.**

Demand for telehealth services has robustly expanded during the period, as rapid technological innovations have expanded the applications for remote patient monitoring, communications and other home-based healthcare services.

At the same time, the industry has benefited from a favorable federal and state incentives, which have sought to promote telehealth services as a means to extend adequate medical services to remote and underserved communities, provide cost-effective solutions heavily burdened healthcare systems, reduce hospital readmission rates and lower overall healthcare costs. Moreover, the industry has expanded as health insurance coverage for Americans has increased over the past five years, which has steadily boosted industry demand.

## Regulation & Policy

The level of regulation is **⊖ Medium and is Increasing**

## **Software used in systems used by operators in the Telehealth Services industry is subject to the Federal Health Administrations' (FHA) standards.**

The industry's computerized systems must meet broad guidelines with regard to accuracy and traceability. These systems must also meet regulations concerning data security. Standards issued by the Health Insurance Portability and Accountability Act (HIPAA) are also relevant to industry operators. As a result, operators undertaking trial processes must comply with federally mandated standards on issues such as privacy and security with regard to a subject's health information.

Industry operators, which are also manufacturers of medical devices must comply with the Food and Drug Administration (FDA)'s 510(k) approval process. In this process, participants must submit data that supports what the medical device claims. Once an order from the FDA is obtained, the new device can be commercially distributed. Conversely, products that require Premarket Approvals (PMAs) are generally devices that pose a significant risk of illness or injury. The PMA process is lengthier than the 510(k) process because PMA requires companies to independently demonstrate that a new medical device is safe and effective by submitting clinical data to support claims made for the device.

Medical device reporting regulation permits the FDA and manufacturers to identify and monitor adverse events involving medical devices. Manufacturers must report deaths, serious injuries and malfunctions within 30 calendar days of becoming aware of the event; events that may pose unreasonable risk of substantial harm to the public health within five working days from becoming aware of the event; and interim and annual updates if any baseline information changes occur after initial submission.

## **Industry Assistance**

The level of industry assistance is ⚠ **Low** and is Increasing

## **The Telehealth Services industry does not receive assistance in the form of tariffs, and industry services are provided domestically.**

The industry does, however, receive indirect funding from Medicare and Medicaid. Medicare and Medicaid cover some treatments for telehealth patients, predominantly for mental health services. Demand for industry services is thereby boosted when insurance, not patients, is responsible for treatment fees.

The industry also receives indirect assistance from industry associations, such as the American Telemedicine Association and the International Society for Telemedicine and Health. These organizations promote industry business by providing resources and advocating for and supporting the use of remote medical technologies.

# Key Statistics

## Industry Data

Year	Revenue	IVA	Estab.	Enterprises	Employment	Exports	Imports	Wages	Domestic Demand	Number of adults aged 65 and older
	(\$m)	(\$m)	(Units)	(Units)	(Units)	(\$m)	(\$m)	(\$m)	(\$m)	(Million)
2011	278	144	48	34	1,289	N/A	N/A	114	N/A	41.4
2012	306	145	54	38	1,394	N/A	N/A	117	N/A	43.2
2013	347	135	64	43	1,149	N/A	N/A	105	N/A	44.7
2014	542	231	141	97	2,136	N/A	N/A	196	N/A	46.2
2015	854	342	200	137	3,220	N/A	N/A	299	N/A	47.7
2016	1,785	684	283	194	6,572	N/A	N/A	609	N/A	49.3
2017	2,072	750	400	275	7,352	N/A	N/A	686	N/A	50.6
2018	2,461	945	566	389	9,416	N/A	N/A	866	N/A	53.2
2019	2,931	1,181	801	551	12,007	N/A	N/A	1,089	N/A	55.0
2020	3,217	1,402	1,134	780	14,703	N/A	N/A	1,306	N/A	56.1
2021	3,526	1,664	1,537	1,070	17,984	N/A	N/A	1,564	N/A	57.8
2022	3,982	1,982	1,992	1,400	21,817	N/A	N/A	1,872	N/A	59.7
2023	4,353	2,291	2,532	1,796	25,702	N/A	N/A	2,173	N/A	61.6
2024	4,710	2,583	3,176	2,274	29,381	N/A	N/A	2,458	N/A	63.4
2025	4,784	2,780	3,855	2,793	32,206	N/A	N/A	2,655	N/A	65.2

## Annual Change

Year	Revenue	IVA	Estab.	Enterprises	Employment	Exports	Imports	Wages	Domestic Demand	Number of adults aged 65 and older
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
2011	57.0	57.7	60	62	53	N/A	N/A	53.2	N/A	2.22
2012	9.94	0.48	13	12	8	N/A	N/A	2.89	N/A	4.34
2013	13.4	-7.18	19	13	-18	N/A	N/A	-10.6	N/A	3.47
2014	56.3	71.5	120	126	86	N/A	N/A	86.8	N/A	3.35
2015	57.5	48.4	42	41	51	N/A	N/A	52.4	N/A	3.24
2016	109	99.7	42	42	104	N/A	N/A	104	N/A	3.35
2017	16.0	9.67	41	42	12	N/A	N/A	12.6	N/A	2.63
2018	18.8	26.0	42	41	28	N/A	N/A	26.2	N/A	5.13
2019	19.1	25.0	42	42	28	N/A	N/A	25.8	N/A	3.38
2020	9.73	18.7	42	42	22	N/A	N/A	19.9	N/A	2.00
2021	9.60	18.7	36	37	22	N/A	N/A	19.8	N/A	3.03
2022	12.9	19.1	30	31	21	N/A	N/A	19.6	N/A	3.28
2023	9.32	15.6	27	28	18	N/A	N/A	16.1	N/A	3.18
2024	8.18	12.8	25	27	14	N/A	N/A	13.1	N/A	2.92
2025	1.57	7.63	21	23	10	N/A	N/A	8.00	N/A	2.83

**Key Ratios**

Year	IVA/Revenue (%)	Imports/Demand (%)	Exports/Revenue (%)	Revenue per Employee (\$'000)	Wages/Revenue (%)	Employees per estab.	Average Wage
2011	51.8	N/A	N/A	216	41.0	26.9	88,518
2012	47.4	N/A	N/A	220	38.3	25.8	84,218
2013	38.8	N/A	N/A	302	30.3	18.0	91,384
2014	42.6	N/A	N/A	254	36.2	15.1	91,807
2015	40.1	N/A	N/A	265	35.0	16.1	92,795
2016	38.3	N/A	N/A	272	34.1	23.2	92,666
2017	36.2	N/A	N/A	282	33.1	18.4	93,308
2018	38.4	N/A	N/A	261	35.2	16.6	91,950
2019	40.3	N/A	N/A	244	37.2	15.0	90,722
2020	43.6	N/A	N/A	219	40.6	13.0	88,846
2021	47.2	N/A	N/A	196	44.4	11.7	86,994
2022	49.8	N/A	N/A	183	47.0	11.0	85,795
2023	52.6	N/A	N/A	169	49.9	10.2	84,562
2024	54.8	N/A	N/A	160	52.2	9.25	83,653
2025	58.1	N/A	N/A	149	55.5	8.35	82,426

# Additional Resources

## Additional Resources

### American Telemedicine Association

<http://www.americantelemed.org>

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### Centers for Medicare & Medicaid Services

<http://www.cms.gov>

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### Veteran Affairs Telehealth Services

<http://www.telehealth.va.gov>

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## Industry Jargon

### DIAGNOSTIC EQUIPMENT

Peripheral hardware or equipment, such as scopes and cameras, that can gather medical data.

---

### MEDICAL BODY AREA NETWORK (MBAN)

Technology that provides a platform for the wireless networking of body transmitters used for measuring and monitoring patient health information.

---

### REMOTE MONITORING

A healthcare service that uses mobile or peripheral devices, such as a glucose meter, to perform routine health tests and transmit the data to a healthcare professionals in real-time.

---

### TELE-ICU

The use of telehealth technology and services to provide care for critically ill patients.

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## Glossary Terms

### BARRIERS TO ENTRY

High barriers to entry mean that new companies struggle to enter an industry, while low barriers mean it is easy for new companies to enter an industry.

---

### CAPITAL INTENSITY

Compares the amount of money spent on capital (plant, machinery and equipment) with that spent on labor. IBISWorld uses the ratio of depreciation to wages as a proxy for capital intensity. High capital intensity is more than \$0.333 of capital to \$1 of labor; medium is \$0.125 to \$0.333 of capital to \$1 of labor; low is less than \$0.125 of capital for every \$1 of labor.

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## **CONSTANT PRICES**

The dollar figures in the Key Statistics table, including forecasts, are adjusted for inflation using the current year (i.e. year published) as the base year. This removes the impact of changes in the purchasing power of the dollar, leaving only the "real" growth or decline in industry metrics. The inflation adjustments in IBISWorld's reports are made using the US Bureau of Economic Analysis' implicit GDP price deflator.

---

## **DOMESTIC DEMAND**

Spending on industry goods and services within the United States, regardless of their country of origin. It is derived by adding imports to industry revenue, and then subtracting exports.

---

## **EMPLOYMENT**

The number of permanent, part-time, temporary and seasonal employees, working proprietors, partners, managers and executives within the industry.

---

## **ENTERPRISE**

A division that is separately managed and keeps management accounts. Each enterprise consists of one or more establishments that are under common ownership or control.

---

## **ESTABLISHMENT**

The smallest type of accounting unit within an enterprise, an establishment is a single physical location where business is conducted or where services or industrial operations are performed. Multiple establishments under common control make up an enterprise.

---

## **EXPORTS**

Total value of industry goods and services sold by US companies to customers abroad.

---

## **IMPORTS**

Total value of industry goods and services brought in from foreign countries to be sold in the United States.

---

## **INDUSTRY CONCENTRATION**

An indicator of the dominance of the top four players in an industry. Concentration is considered high if the top players account for more than 70% of industry revenue. Medium is 40% to 70% of industry revenue. Low is less than 40%.

---

## **INDUSTRY REVENUE**

The total sales of industry goods and services (exclusive of excise and sales tax); subsidies on production; all other operating income from outside the firm (such as commission income, repair and service income, and rent, leasing and hiring income); and capital work done by rental or lease. Receipts from interest royalties, dividends and the sale of fixed tangible assets are excluded.

---

## **INDUSTRY VALUE ADDED (IVA)**

The market value of goods and services produced by the industry minus the cost of goods and services used in production. IVA is also described as the industry's contribution to GDP, or profit plus wages and depreciation.

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## **INTERNATIONAL TRADE**

The level of international trade is determined by ratios of exports to revenue and imports to domestic demand. For exports/revenue: low is less than 5%, medium is 5% to 20%, and high is more than 20%. Imports/domestic demand: low is less than 5%, medium is 5% to 35%, and high is more than 35%.

---

## **LIFE CYCLE**

All industries go through periods of growth, maturity and decline. IBISWorld determines an industry's life cycle by considering its growth rate (measured by IVA) compared with GDP; the growth rate of the number of establishments; the amount of change the industry's products are undergoing; the rate of technological change; and the level of customer acceptance of industry products and services.

---

## **NONEMPLOYING ESTABLISHMENT**

Businesses with no paid employment or payroll, also known as nonemployers. These are mostly set up by self-employed individuals.

---

## **PROFIT**

IBISWorld uses earnings before interest and tax (EBIT) as an indicator of a company's profitability. It is calculated as revenue minus expenses, excluding interest and tax.

---

## **REGIONS**

West | CA, NV, OR, WA, HI, AK

Great Lakes | OH, IN, IL, WI, MI

Mid-Atlantic | NY, NJ, PA, DE, MD

New England | ME, NH, VT, MA, CT, RI

Plains | MN, IA, MO, KS, NE, SD, ND

Rocky Mountains | CO, UT, WY, ID, MT

Southeast | VA, WV, KY, TN, AR, LA, MS, AL, GA, FL, SC, NC

Southwest | OK, TX, NM, AZ

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## **VOLATILITY**

The level of volatility is determined by averaging the absolute change in revenue in each of the past five years. Volatility levels: very high is more than  $\pm 20\%$ ; high volatility is  $\pm 10\%$  to  $\pm 20\%$ ; moderate volatility is  $\pm 3\%$  to  $\pm 10\%$ ; and low volatility is less than  $\pm 3\%$ .

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## **WAGES**

The gross total wages and salaries of all employees in the industry.

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# IBISWorld helps you find the industry information you need – fast

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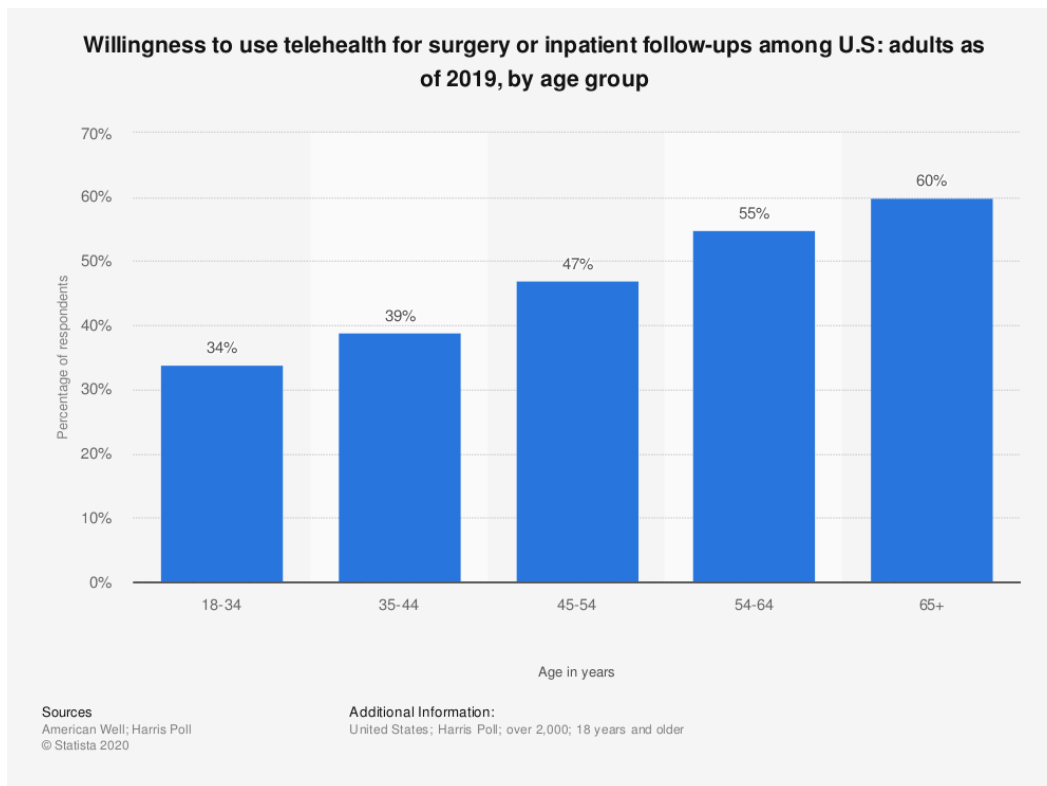
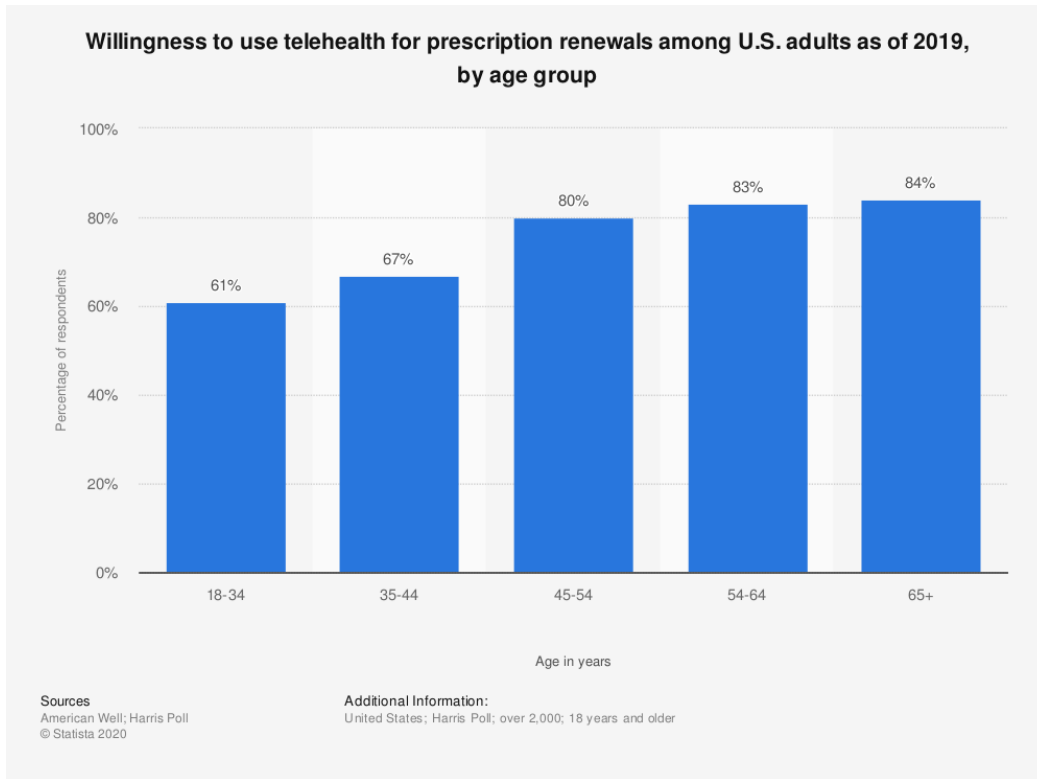
With our trusted research covering thousands of global industries, you'll get a quick and intelligent overview of any industry so you can get up to speed in minutes. In every report, you'll find actionable insights, comprehensive data and in-depth analysis to help you make smarter, faster business decisions. If you're not yet a member of IBISWorld, contact us at +1-800-330-3772 or [info@IBISWorld.com](mailto:info@IBISWorld.com) to learn more.

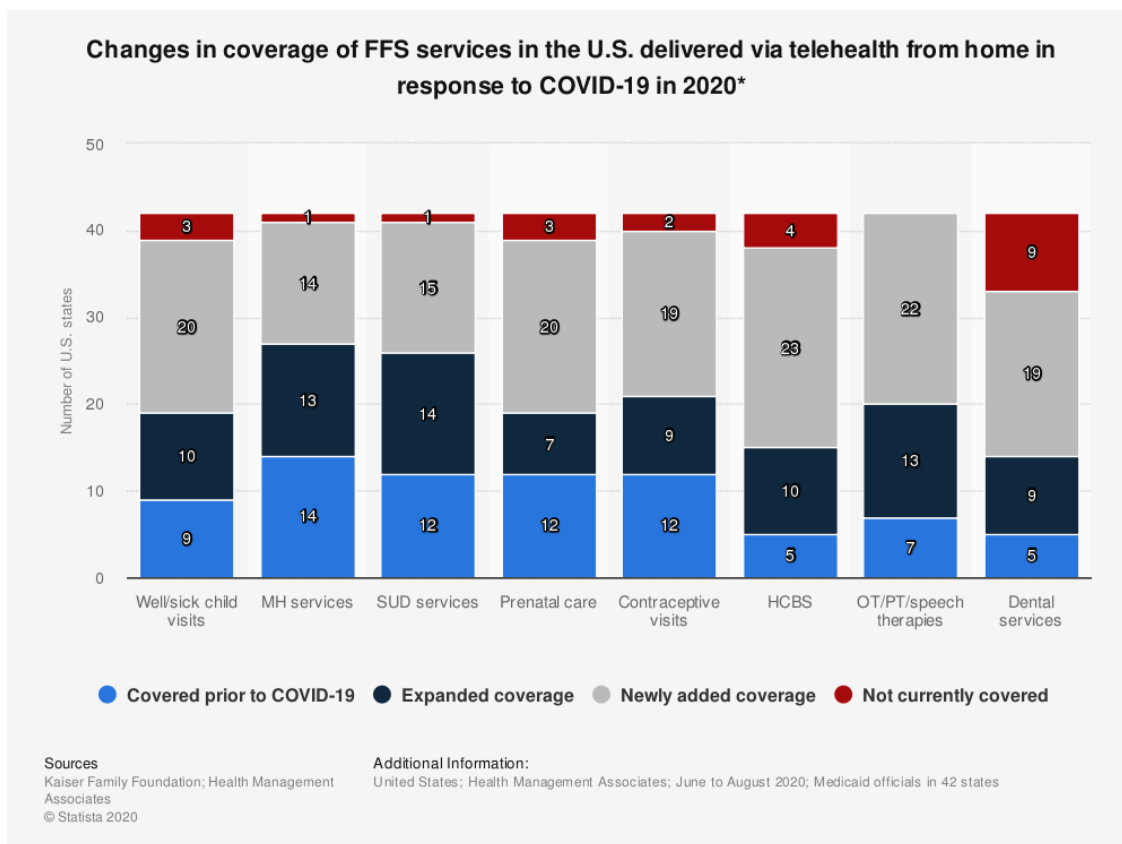
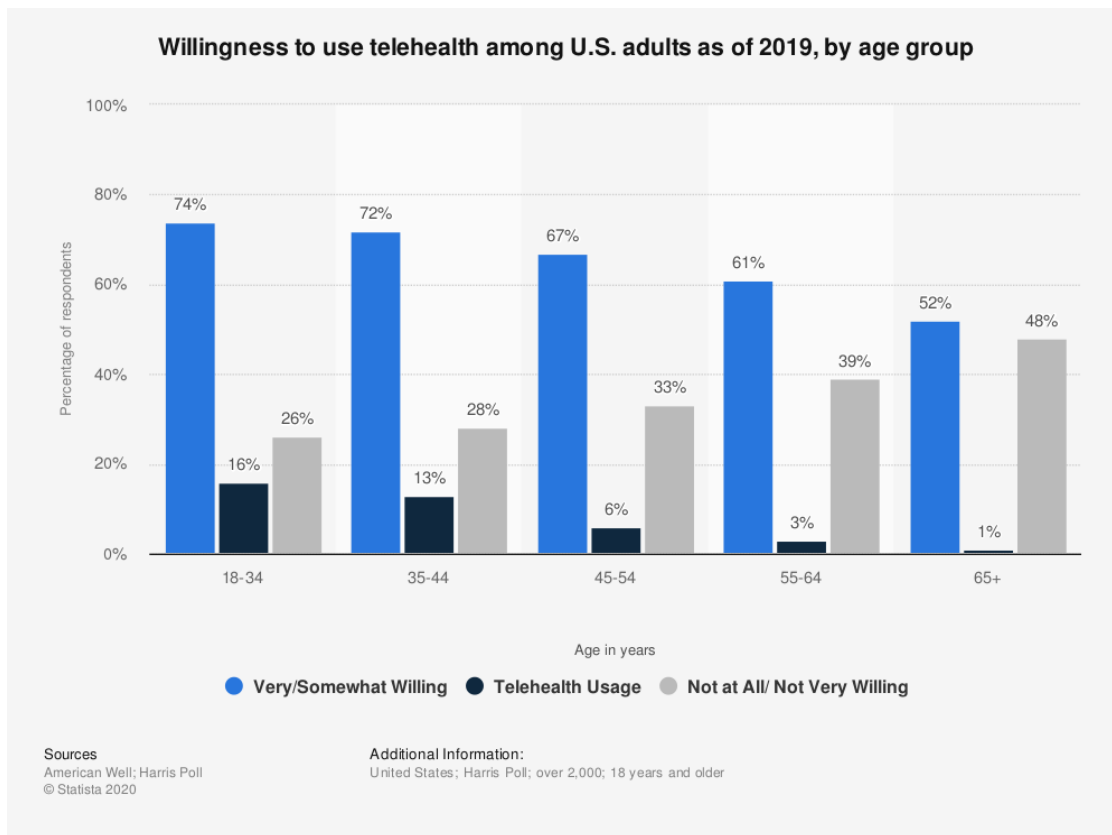
## Disclaimer

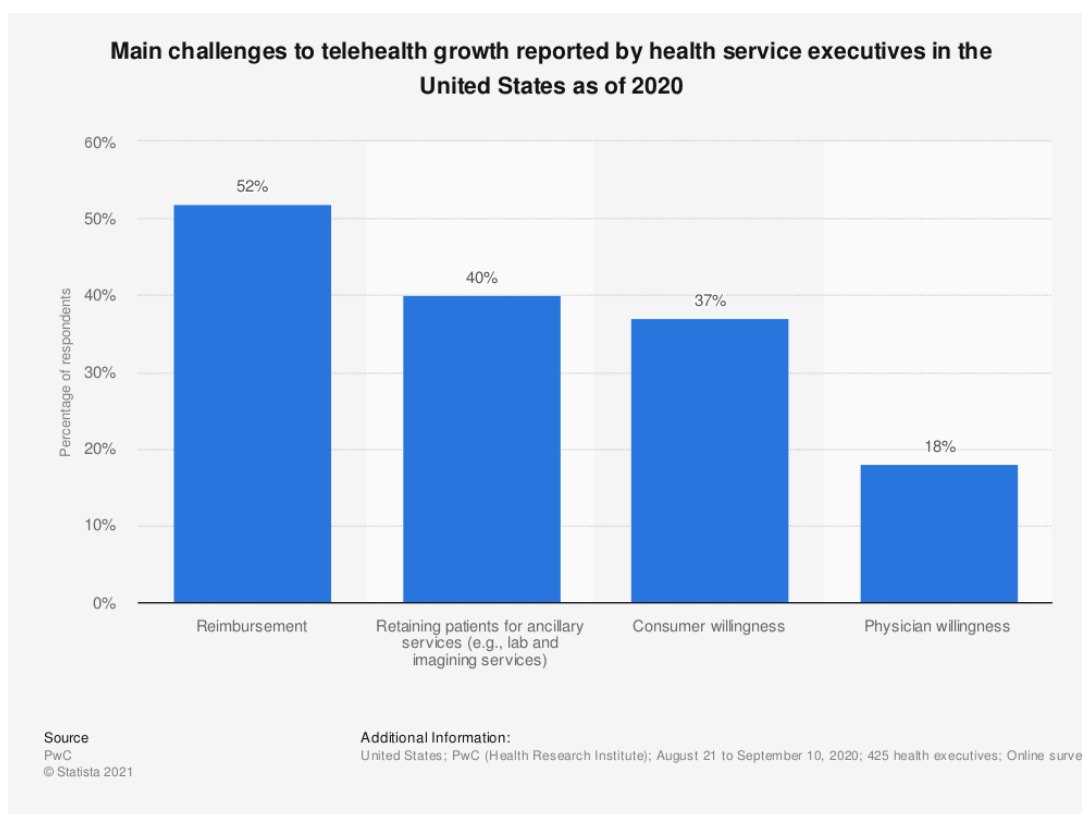
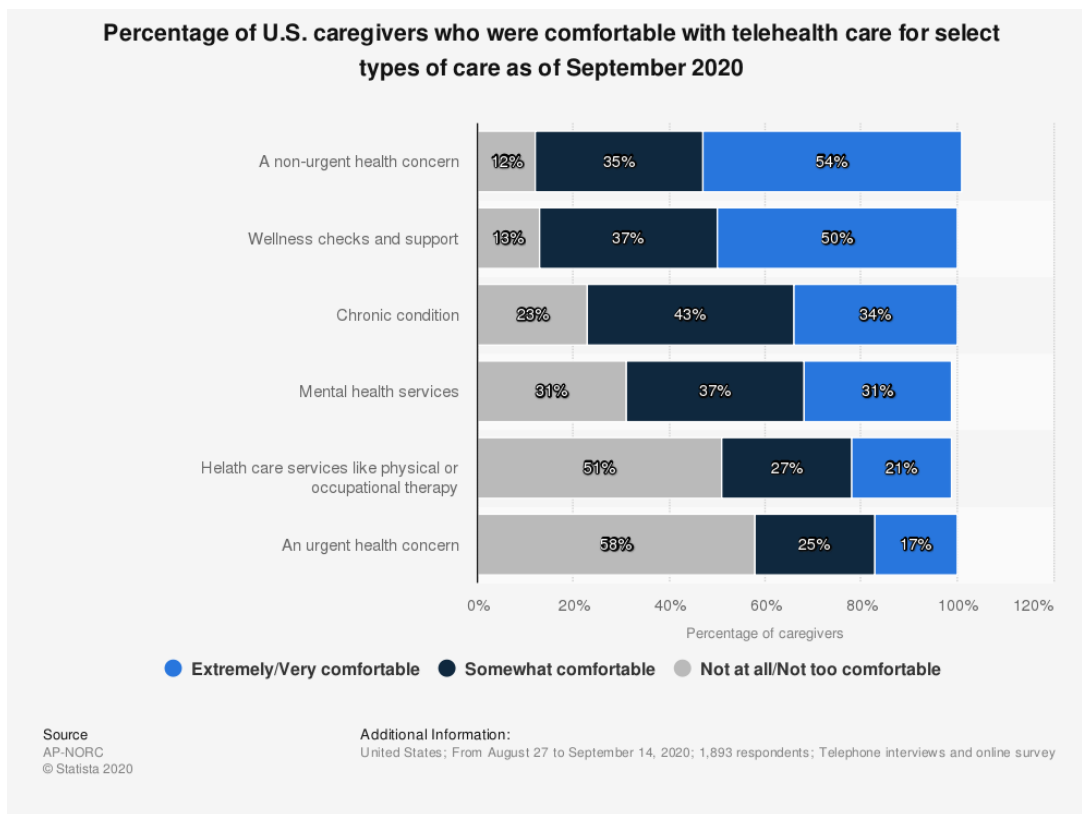
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## Survey Studies







SOURCE: STATISTA

## Competitor Analysis

### Kyruus

ORGANIZATION

## Kyruus

Summary
Financials
People
Technology
Signals & News

#### About

Kyruus delivers search and scheduling solutions for health systems to match patients with the right providers across the access points.

- 📍 Boston, Massachusetts, United States
- 👤 101-250
- 💰 Venture - Series Unknown
- 🏠 Private
- 🌐 [www.kyruus.com](http://www.kyruus.com)
- 📊 1,545

#### Highlights

<p>Number of Acquisitions</p> <p style="text-align: center; font-size: 1.5em;">1</p>	<p>Total Funding Amount</p> <p style="text-align: center; font-size: 1.5em;">\$148.2M</p>
<p>Number of Current Team Members</p> <p style="text-align: center; font-size: 1.5em;">8</p>	<p>Number of Investors</p> <p style="text-align: center; font-size: 1.5em;">15</p>

#### Details

##### Industries

- Business Information Systems
- Health Care
- Medical

##### Diversity Spotlight (US Only)

- Women Founded

##### Headquarters Regions

Greater Boston Area, East Coast, New England

##### Founded Date

2010

##### Founders

Graham Gardner, Julie Yoo

##### Operating Status

Active

##### Last Funding Type

Venture - Series Unknown

##### Estimated Revenue Range

\$1M to \$10M

##### Legal Name

KYRUUS

##### Company Type

For Profit

##### Contact Email

[info@kyruus.com](mailto:info@kyruus.com)

##### Phone Number

617.419.2060

Kyruus delivers proven provider search and scheduling solutions that help hospitals and health systems match patients with the providers best suited to care for them. The ProviderMatch suite of solutions—for consumers, access centers, and referral networks—enables a consistent patient experience across multiple points of access, while aligning provider supply with patient demand. The company's proprietary provider data management platform forms the foundation of its solutions, powering them with accurate data by coupling data processing with administrative applications.

Kyruus was founded in 2010 and is headquartered in Boston, Massachusetts.

# Research Report

## Funding

### Highlights

Number of Funding Rounds <b>11</b>	Total Funding Amount <b>\$148.2M</b>
Number of Lead Investors <b>7</b>	Number of Investors <b>15</b>

### \$ Funding

Kyruus has raised a total of \$148.2M in funding over 11 rounds. Their latest funding was raised on Jun 10, 2020 from a Venture - Series Unknown round.

Kyruus is funded by 15 investors. Francisco Partners and Highland Capital Partners are the most recent investors.

Kyruus has a post-money valuation in the range of \$100M to \$500M as of Jun 10, 2020, according to PrivCo. Sign up for a free trial to view exact valuation and search companies with similar valuations.

Kyruus has acquired HealthSparg on Dec 17, 2020.

## \$ Funding Rounds

Number of Funding Rounds

**11**

Total Funding Amount

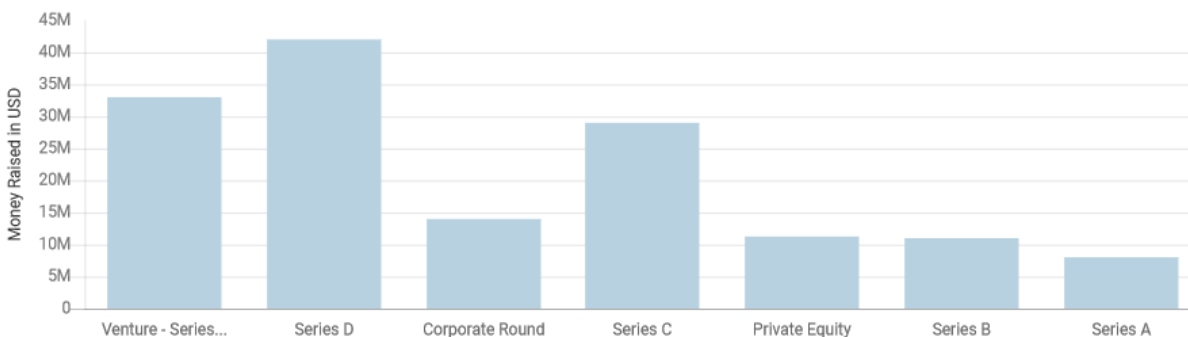
**\$148.2M**

Kyruus has raised a total of \$148.2M in funding over 11 rounds. Their latest funding was raised on Jun 10, 2020 from a Venture - Series Unknown round.

Which funding types raised the most money?

HIDE

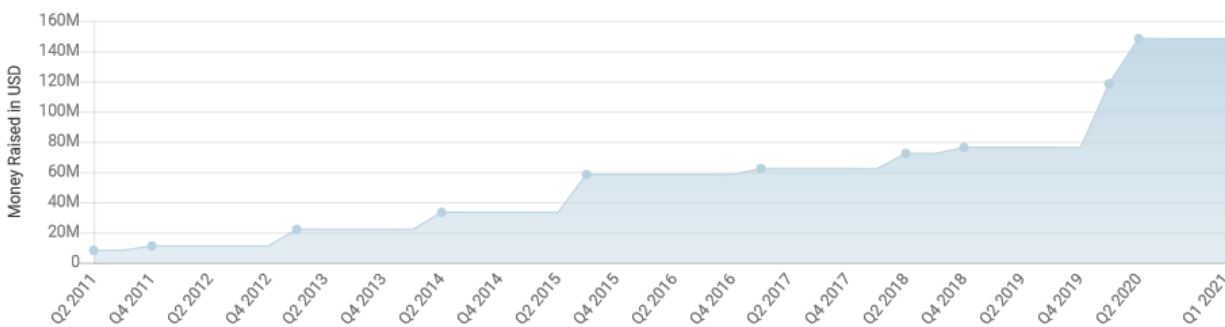
Funding Types by Money Raised



How much funding has this organization raised over time?

HIDE

Cumulative Funding Raised Over Time



# Research Report

ced Date	Transaction Name	Number of Investors	Money Raised	Lead Investors
Jun 10, 2020	Venture Round - Kyruus	1	\$30M	Francisco Partners
Jan 9, 2020	Series D - Kyruus	4	\$42M	Highland Capital Partners, Venrock
Oct 9, 2018	Corporate Round - Kyruus	1	\$4M	Salesforce Ventures
Apr 18, 2018	Corporate Round - Kyruus	8	\$10M	–
Feb 24, 2017	Series C - Kyruus	–	\$4M	–
Sep 18, 2015	Series C - Kyruus	8	\$25M	New Leaf Venture Partners
May 20, 2014	Private Equity Round - Kyruus	–	\$11.3M	–
Jan 2, 2013	Series B - Kyruus	4	\$11M	Lux Capital
Jan 1, 2012	Venture Round - Kyruus	1	–	Eight Roads Ventures
Nov 8, 2011	Venture Round - Kyruus	–	\$3M	–

## Investors

### Investors

Number of Lead Investors

7

Number of Investors

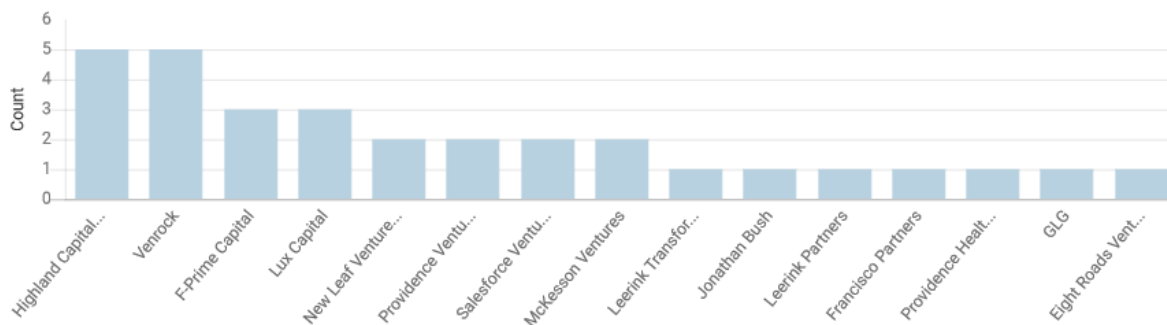
15

Kyruus is funded by 15 investors. Francisco Partners and Highland Capital Partners are the most recent investors.

Which investors participated in the most funding rounds?

HIDE

Most Active Investors



# Research Report

Investor Name	Lead Investor	Funding Round	Partners
Francisco Partners	Yes	Venture Round - Kyruus	Ezra Perlman
Highland Capital Partners	Yes	Series D - Kyruus	—
Salesforce Ventures	—	Series D - Kyruus	—
Providence Ventures	—	Series D - Kyruus	—
Venrock	Yes	Series D - Kyruus	—
Salesforce Ventures	Yes	Corporate Round - Kyruus	—
F-Prime Capital	—	Corporate Round - Kyruus	—
Venrock	—	Corporate Round - Kyruus	—
Lux Capital	—	Corporate Round - Kyruus	—
New Leaf Venture Partners	—	Corporate Round - Kyruus	—

## Patents & Trademarks

### Patents and Trademarks by IPqery

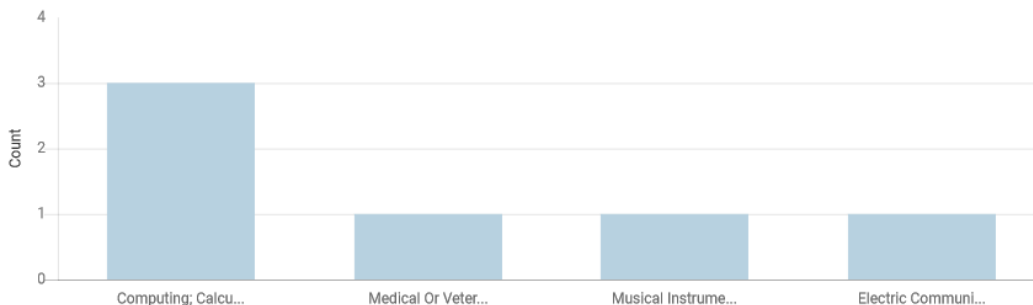
Overview Patents Trademarks

Total IP 20 IP Activity Score 1.5

The intellectual property of Kyruus includes 3 registered patents primarily in the 'Computing; Calculating' category, according to IPqery. Additionally, Kyruus has registered 12 trademarks with the most popular class being 'Scientific and technological services', according to IPqery.

Which patent categories does this organization file in? HIDE

Patent Categories by Number of Patents



Trademarks Pending 5

Patents Granted 3

Trademarks Registered 12

Total Patents 3

Total Trademarks 17



# Research Report

Total Patents

3

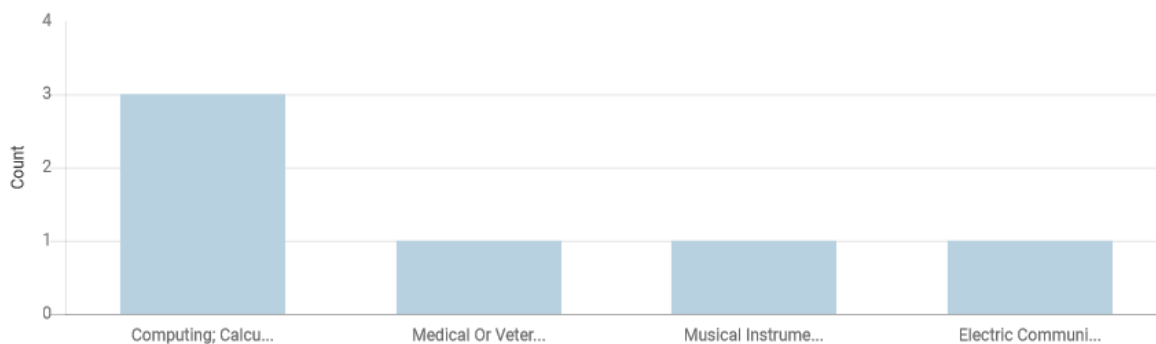
Most Popular Patent Class

Computing; Calculating

 Which patent categories does this organization file in?

HIDE

Patent Categories by Number of Patents



Patents	Filing Date	Patent Status	Patent Category
cb <b>Methods and systems for analyzing speech during a call and automatically modifying, during the call, a call center referral interface</b>	Dec 13, 2017	Granted	Medical Or Veterinary Science; Hygiene, Computing; Calculating, Musical Instruments; Acoustics, Electric Communication Technique
cb <b>METHODS AND SYSTEMS FOR PROVIDING, BY A REFERRAL MANAGEMENT SYSTEM, DYNAMIC SCHEDULING OF PROFILED PROFESSIONALS</b>	Nov 11, 2014	Granted	Computing; Calculating
cb <b>METHODS AND SYSTEMS FOR PROFILING PROFESSIONALS</b>	Oct 17, 2012	Granted	Computing; Calculating

# Research Report

Total Trademarks  
17

Most Popular Trademark Class  
Scientific and technological services

Trademark	Filing Date	Status	Trademark Class
PROVIDERMATCH DIRECTBOOK	Mar 3, 2020	Registered	Scientific and technological services
PROVIDERMATCH	Mar 3, 2020	Pending	Scientific and technological services
KYRUUS	Mar 3, 2020	Registered	Scientific and technological services
PATIENT EXPERIENCE STARTS WITH PATIENT ACCESS	Feb 14, 2020	Registered	Scientific and technological services
KYRUUS	Feb 14, 2020	Pending	Scientific and technological services
PROVIDERMATCH	Feb 14, 2020	Pending	Scientific and technological services
PROVIDERMATCH DIRECTBOOK	Feb 14, 2020	Pending	Scientific and technological services
DIRECTBOOK	Feb 14, 2020	Pending	Scientific and technological services
A BETTER MATCH MEANS BETTER CARE	Oct 22, 2015	Registered	Scientific and technological services
KYRUUSONE	May 18, 2015	Registered	Scientific and technological services
KYRUUSONE	Apr 30, 2015	Registered	Scientific and technological services
KYRUUS PASSPORT	Feb 23, 2015	Registered	Scientific and technological services
KYRUUS PROVIDERMATCH	Feb 23, 2015	Registered	Scientific and technological services
KYRUUS	Feb 23, 2015	Registered	Scientific and technological services
KYRUUS PROVIDERMATCH	Aug 22, 2014	Registered	Scientific and technological services
KYRUUS PASSPORT	Feb 21, 2012	Registered	Scientific and technological services
KYRUUS	Sep 20, 2011	Registered	Scientific and technological services

## Lyra Health

Lyra

ORGANIZATION

### Lyra Health

Summary
Financials
People
Technology
Signals & News

### About

Lyra helps companies improve access to effective, high-quality mental health care for their employees.

- 📍 Burlingame, California, United States
- 👥 501-1000
- 💰 Series D
- 🚫 Private
- 🌐 [www.lyrahealth.com](http://www.lyrahealth.com)
- 📊 668

### Details

#### Industries

- Employee Benefits
- Health Care
- Information Services
- Information Technology

#### Headquarters Regions

San Francisco Bay Area, West Coast, Western US

#### Founders

David Ebersman, Dena Bravata

#### Last Funding Type

Series D

#### Also Known As

Lyra

#### Hub Tags

Unicorn

### Highlights

Total Funding Amount

**\$288.1M**

Number of Current Team Members

**13**

Number of Investors

**17**

#### Diversity Spotlight (US Only)

Women Founded

#### Founded Date

Jan 2015

#### Operating Status

Active

#### Estimated Revenue Range

\$50M to \$100M

#### Legal Name

Lyra Health, Inc.

#### Company Type

For Profit

#### Contact Email

[care@lyrahealth.com](mailto:care@lyrahealth.com)

#### Phone Number

877-0505-7147

Lyra helps companies improve access to effective, high-quality mental health care for their employees.

Lyra's matching technology and innovative digital platform connect members to a curated network of top therapists and coaches, which results in 3x more people receiving care and 7x better outcomes than traditional plans and EAPs. Members can find the right personalized care, match with the right provider for their needs, and feel motivated and supported throughout the entire treatment journey.

# Research Report

## Funding

### Highlights

Number of Funding Rounds <b>5</b>	Total Funding Amount <b>\$288.1M</b>
Number of Lead Investors <b>4</b>	Number of Investors <b>17</b>

### Funding

Lyra Health has raised a total of \$288.1M in funding over 5 rounds. Their latest funding was raised on Aug 25, 2020 from a Series D round.

Lyra Health is funded by 17 investors. Addition and Meritech Capital Partners are the most recent investors.

Lyra Health has a post-money valuation in the range of \$1B to \$10B as of Dec 17, 2020, according to PrivCo. Sign up for a free trial to view exact valuation and search companies with similar valuations.

## Funding Rounds

Number of Funding Rounds  
**5**

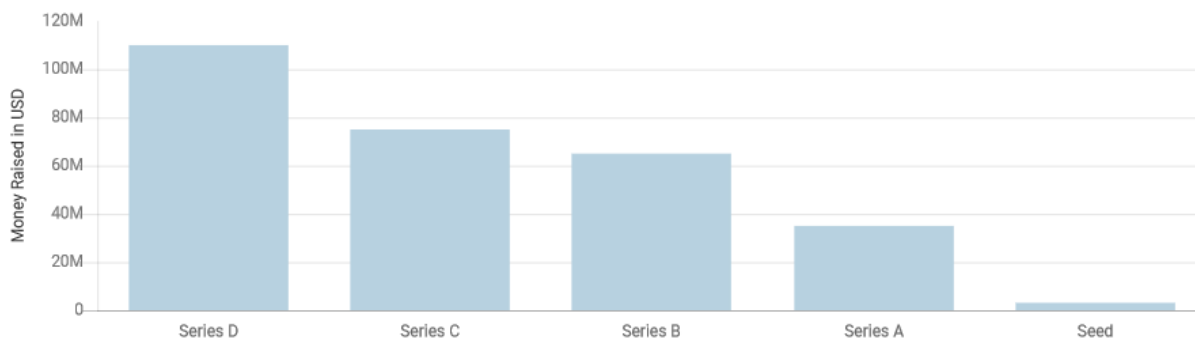
Total Funding Amount  
**\$288.1M**

Lyra Health has raised a total of \$288.1M in funding over 5 rounds. Their latest funding was raised on Aug 25, 2020 from a Series D round.

Which funding types raised the most money?

HIDE

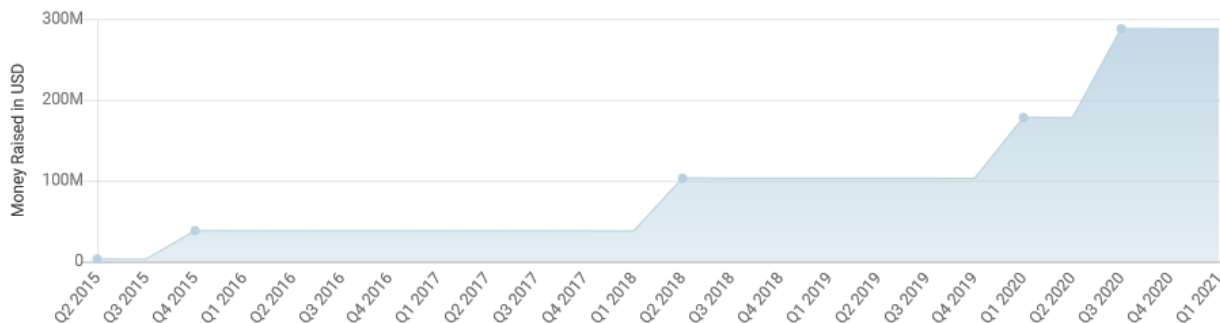
Funding Types by Money Raised



How much funding has this organization raised over time?

HIDE

Cumulative Funding Raised Over Time



# Research Report

Completed Date	Transaction Name	Number of Investors	Money Raised	Lead Investors
Aug 25, 2020	Series D - Lyra Health	11	\$110M	Addition
Mar 11, 2020	Series C - Lyra Health	9	\$75M	IVP
May 7, 2018	Series B - Lyra Health	7	\$65M	—
Oct 15, 2015	Series A - Lyra Health	6	\$35M	Greylock, Venrock
Jun 26, 2015	Seed Round - Lyra Health	2	\$3.1M	Venrock

## Investors

### Investors

Number of Lead Investors

4

Number of Investors

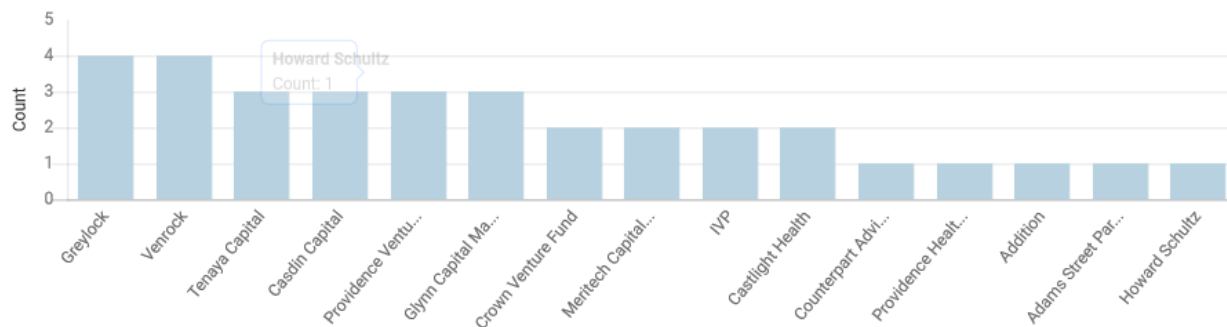
17

Lyra Health is funded by 17 investors. Addition and Meritech Capital Partners are the most recent investors.

Which investors participated in the most funding rounds?

HIDE

Most Active Investors



# Research Report

Investor Name	Lead Investor	Funding Round	Partners
Addition	Yes	Series D - Lyra Health	—
Meritech Capital Partners	—	Series D - Lyra Health	—
Greylock	—	Series D - Lyra Health	—
Providence Ventures	—	Series D - Lyra Health	—
Tenaya Capital	—	Series D - Lyra Health	—
Glynn Capital Management	—	Series D - Lyra Health	—
IVP	—	Series D - Lyra Health	—
Howard Schultz	—	Series D - Lyra Health	—
Counterpart Advisors	—	Series D - Lyra Health	—
Adams Street Partners	—	Series D - Lyra Health	—

## Patents & Trademarks

### Patents and Trademarks by IPqwery ✎

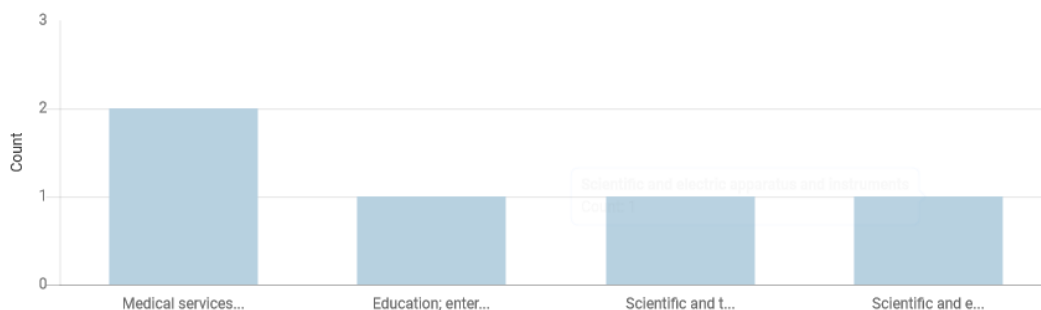
Overview   Patents   Trademarks

Total IP IP Activity Score  
**5** **0.8**

Lyra Health has 1 registered patent in the 'Computing; Calculating' category, according to IPqwery. Additionally, Lyra Health has 1 registered trademark in the 'Medical services; veterinary services' class, according to IPqwery.

Which trademark classes does this organization file in? HIDE

Trademark Classes by Number of Trademarks



Patents Pending  
**2**

Trademarks Pending  
**1**

Patents Granted  
**1**

Trademarks Registered  
**1**

Total Patents  
**3**

Total Trademarks  
**2**

# Research Report

Total Patents

3

Most Popular Patent Class

Computing; Calculating

Patents	Filing Date	Patent Status	Patent Category
cb Constrained optimization for provider groups	Oct 31, 2016	Granted	—
cb HEALTH PROVIDER MATCHING SERVICE	Jun 3, 2016	Pending	Computing; Calculating
cb PERSONALIZED ADAPTIVE RISK ASSESSMENT SERVICE	Mar 8, 2016	Pending	Computing; Calculating

Total Trademarks

2

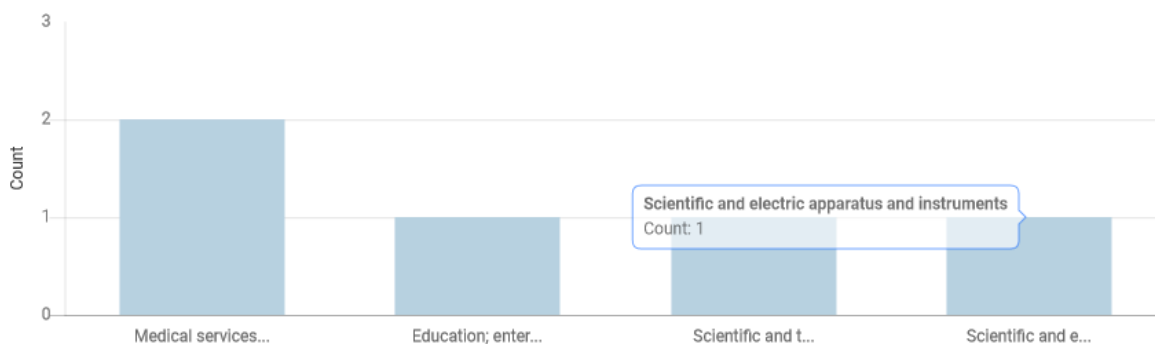
Most Popular Trademark Class

Medical services; veterinary services

Which trademark classes does this organization file in?

HIDE

Trademark Classes by Number of Trademarks



Trademark	Filing Date	Status	Trademark Class
cb LYRA	Jan 15, 2018	Pending	Education; entertainment, Scientific and technological services, Medical services; veterinary services, Scientific and electric apparatus and instruments
cb LYRA	May 29, 2015	Registered	Medical services; veterinary services

## Zocdoc



ORGANIZATION

### Zocdoc

Summary
Financials
People
Technology
Signals & News

### About

Zocdoc is a technology company that provides better healthcare experience for millions of patients every month.

- New York, New York, United States
- 501-1000
- Series D
- Private
- [www.zocdoc.com](http://www.zocdoc.com)
- 437

### Highlights

Total Funding Amount  
**\$225.9M**

Number of Current Team Members  
**11**

Number of Investors  
**18**

### Details

#### Industries

Health Care Medical mHealth Mobile Apps

#### Headquarters Regions

Greater New York Area, East Coast, Northeastern US

#### Founded Date

Sep 18, 2007

#### Founders

Cyrus Massoumi, Nick Ganju, Oliver Kharraz

#### Operating Status

Active

#### Last Funding Type

Series D

#### Estimated Revenue Range

\$100M to \$500M

#### Legal Name

Zocdoc, Inc.

#### Hub Tags

Unicorn

#### Company Type

For Profit

#### Contact Email

[service@zocdoc.com](mailto:service@zocdoc.com)

#### Phone Number

(855) 962-3621

Zocdoc is a technology company that provides a better healthcare experience for millions of patients every month. Its online marketplace delivers the accessible, seamless, and simple experience patients expect and deserve. Zocdoc was founded in 2007 and is headquartered in New York.



# Research Report

## Funding

### Highlights

Number of Funding Rounds <b>9</b>	Total Funding Amount <b>\$225.9M</b>
Number of Lead Investors <b>4</b>	Number of Investors <b>18</b>

### Funding

Zodoc has raised a total of \$225.9M in funding over 9 rounds. Their latest funding was raised on Jul 1, 2019 from a Series D round.

Zodoc is funded by 18 investors. eBrands.vc and Manhattan Venture Partners are the most recent investors.

Zodoc has a post-money valuation in the range of \$1B to \$10B as of Aug 20, 2015, according to PrivCo. Sign up for a free trial to view exact valuation and search companies with similar valuations.

## Funding Rounds

Number of Funding Rounds

**9**

Total Funding Amount

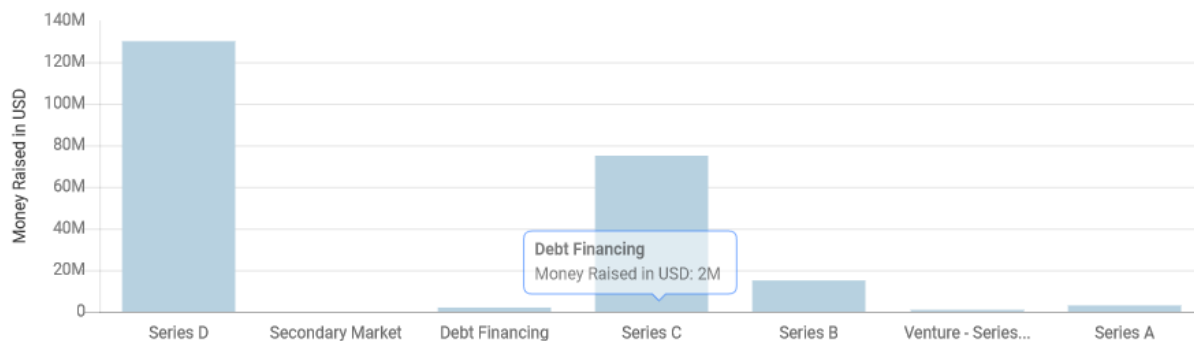
**\$225.9M**

Zodoc has raised a total of \$225.9M in funding over 9 rounds. Their latest funding was raised on Jul 1, 2019 from a Series D round.

Which funding types raised the most money?

HIDE

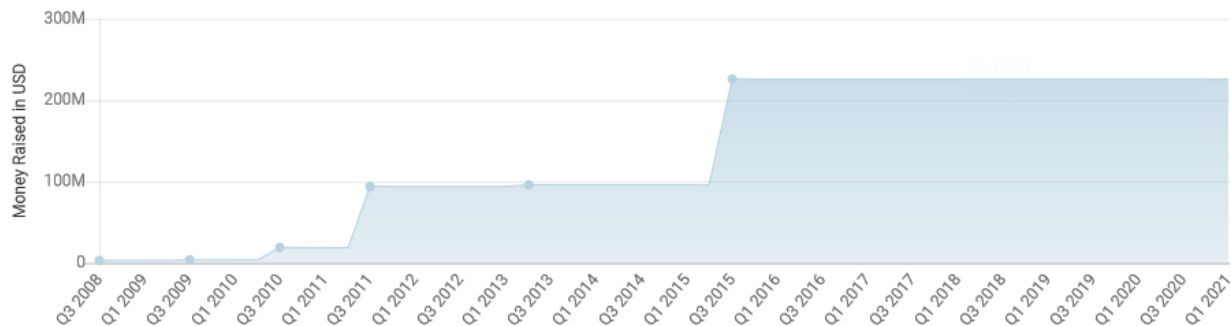
Funding Types by Money Raised



How much funding has this organization raised over time?

HIDE

Cumulative Funding Raised Over Time



# Research Report

ed Date	Transaction Name	Number of Investors	Money Raised	Lead Investors
Jul 1, 2019	Series D - Zocdoc	1	–	–
May 30, 2017	Secondary Market - Zocdoc	1	–	–
Aug 20, 2015	Series D - Zocdoc	4	\$130M	Atomico, Baillie Gifford
Feb 28, 2015	Secondary Market - Zocdoc	1	–	–
Jun 24, 2013	Debt Financing - Zocdoc	–	\$2M	–
Sep 22, 2011	Series C - Zocdoc	7	\$75M	–
Jul 14, 2010	Series B - Zocdoc	5	\$15M	Founders Fund
Jul 21, 2009	Venture Round - Zocdoc	–	\$940K	–
Aug 18, 2008	Series A - Zocdoc	8	\$3M	Khosla Ventures

## Investors

### Investors

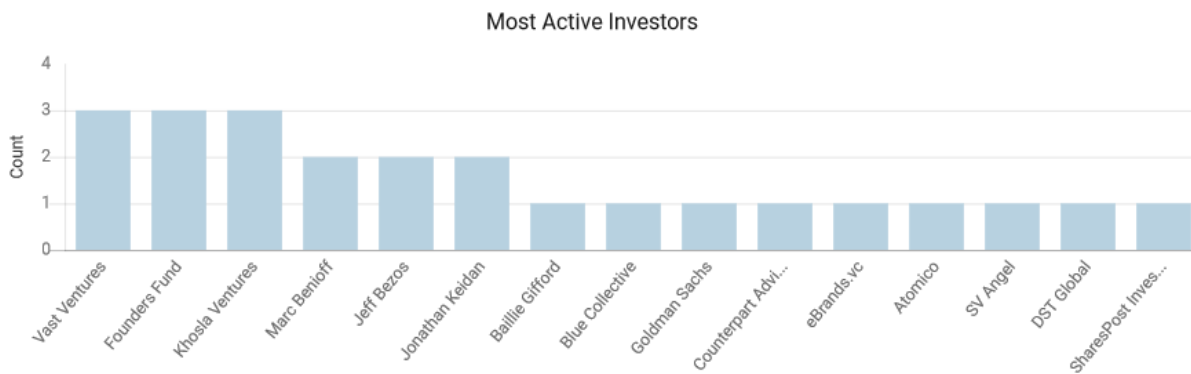
Number of Lead Investors  
**4**

Number of Investors  
**18**

Zocdoc is funded by 18 investors. eBrands.vc and Manhattan Venture Partners are the most recent investors.

Which investors participated in the most funding rounds?

[HIDE](#)



# Research Report

Investor Name	Lead Investor	Funding Round	Partners
eBrands.vc	—	Series D - Zocdoc	—
Manhattan Venture Partners	—	Secondary Market - Zocdoc	Jared Carmel
Founders Fund	No	Series D - Zocdoc	Ken Howery
Baillie Gifford	Yes	Series D - Zocdoc	—
Blue Collective	—	Series D - Zocdoc	—
Atomico	Yes	Series D - Zocdoc	—
SharesPost Investment Management	—	Secondary Market - Zocdoc	Sven Weber
Vast Ventures	—	Series C - Zocdoc	—
Marc Benioff	No	Series C - Zocdoc	—
Khosla Ventures	No	Series C - Zocdoc	David Weiden

## Patents & Trademarks

### Patents and Trademarks by IPqquery

Overview	Patents	Trademarks
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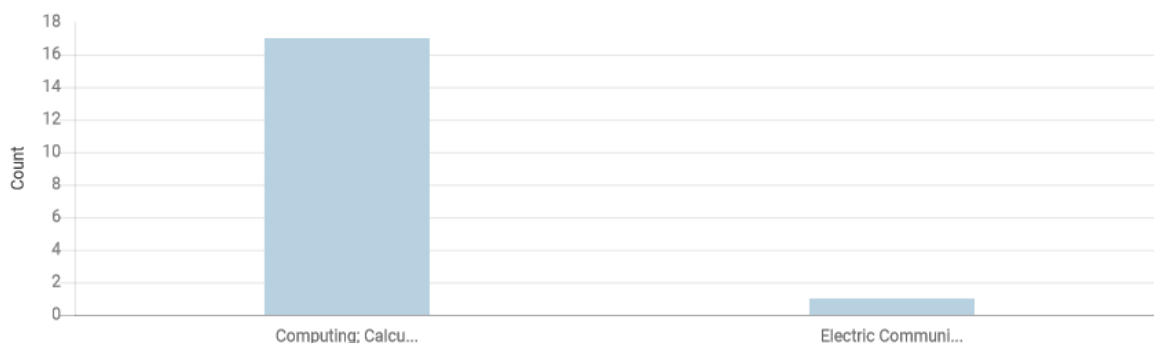
Total IP IP Activity Score  
 41 1.8

The intellectual property of Zocdoc includes 13 registered patents primarily in the 'Computing; Calculating' category, according to IPqquery. Additionally, Zocdoc has registered 22 trademarks with the most popular class being 'Medical services; veterinary services', according to IPqquery.

Which patent categories does this organization file in?

[HIDE](#)

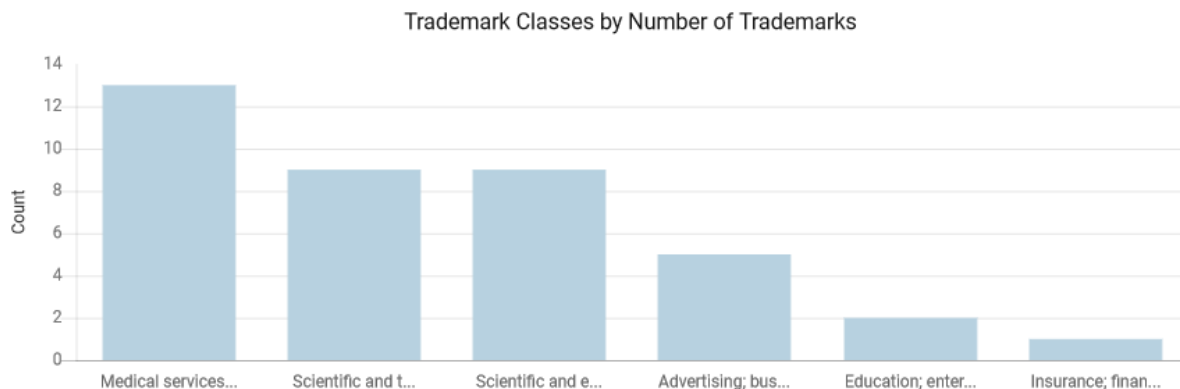
Patent Categories by Number of Patents



# Research Report

Which trademark classes does this organization file in?

HIDE



Patents Pending  
**6**

Patents Granted  
**13**

Trademarks Registered  
**22**

Total Patents  
**19**

Total Trademarks  
**22**

Overview

**Patents**

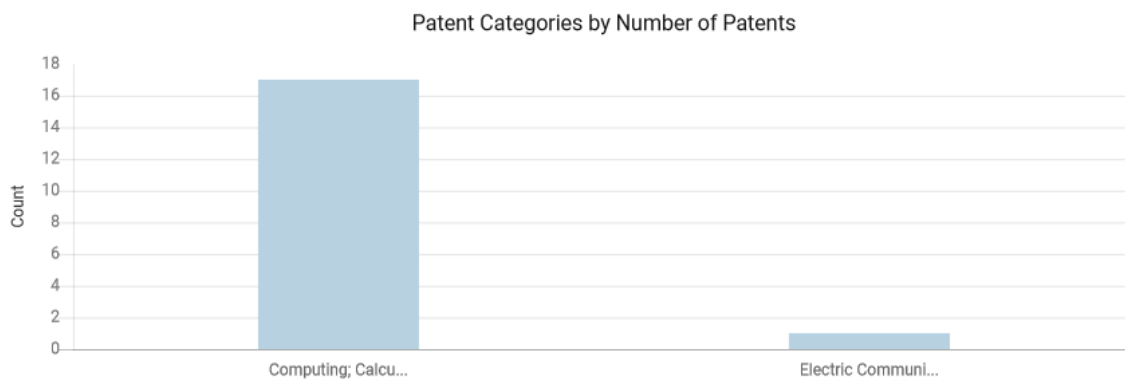
Trademarks

Total Patents  
**19**

Most Popular Patent Class  
**Computing; Calculating**

Which patent categories does this organization file in?

HIDE



# Research Report

Patents	Filing Date	Patent Status	Patent Category
cb System and Method for Accessing Healthcare Appointments from Multiple Disparate Sources	May 8, 2020	Pending	Computing; Calculating
cb AGGREGATOR SYSTEM FOR ENABLING ONLINE ACCESS TO ENCOUNTER DATA FROM MULTIPLE DISPARATE SOURCES	Jul 25, 2017	Granted	Computing; Calculating
cb System and method for accessing healthcare appointments from multiple disparate sources	Jun 9, 2017	Granted	Computing; Calculating
cb AGGREGATOR SYSTEM FOR ENABLING ONLINE ACCESS TO ENCOUNTER DATA FROM MULTIPLE DISPARATE SOURCES	Jul 28, 2016	Pending	Computing; Calculating
cb SYSTEM AND METHOD FOR INDIVIDUALIZED PRICING FOR HEALTHCARE	May 1, 2015	Granted	Computing; Calculating
cb COMMUNICATING TASK INSTRUCTIONS TO A PLURALITY OF DISTRIBUTED COMPUTER DEVICES TO PROVIDE A HEALTHCARE TASK MANAGEMENT SYSTEM	Dec 2, 2014	Pending	Computing; Calculating
cb COMMUNICATING TASK INSTRUCTIONS TO A PLURALITY OF DISTRIBUTED COMPUTER DEVICES TO PROVIDE A HEALTHCARE TASK MANAGEMENT SYSTEM	Dec 2, 2014	Granted	Computing; Calculating
cb SYSTEM AND METHOD FOR ACCESSING HEALTHCARE APPOINTMENTS FROM MULTIPLE DISPARATE SOURCES	Oct 20, 2014	Granted	Computing; Calculating
cb SYSTEM AND METHOD FOR ACCESSING HEALTHCARE APPOINTMENTS FROM MULTIPLE DISPARATE SOURCES	Oct 20, 2014	Pending	Computing; Calculating
cb METHOD AND APPARATUS FOR TRANSMITTING HEALTHCARE MESSAGES TO AN AUTOMATICALLY IDENTIFIED SET OF PATIENTS	Mar 12, 2014	Granted	Computing; Calculating

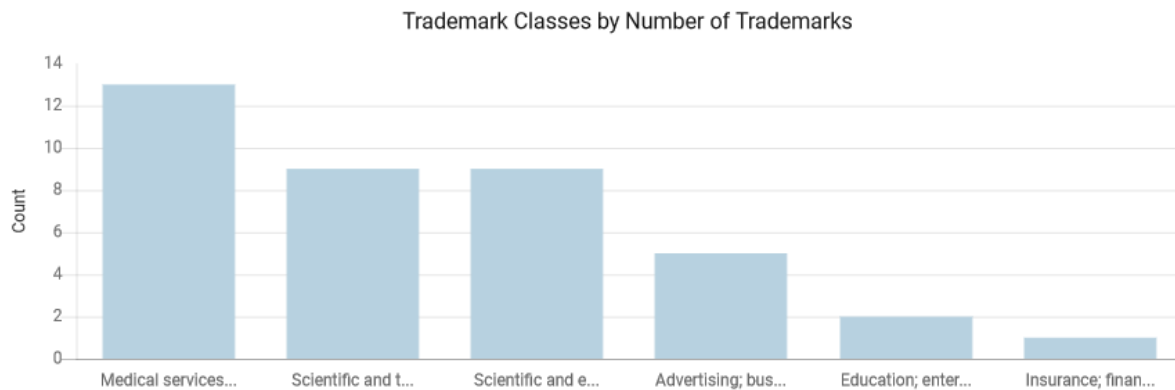
# Research Report

Total Trademarks  
**22**

Most Popular Trademark Class  
**Medical services; veterinary services**

Which trademark classes does this organization file in?

[HIDE](#)



Trademark	Filing Date	Status	Trademark Class
GET WELL SOONER	Jun 27, 2018	Registered	Advertising; business
RIGHT DOCTOR, RIGHT NOW	Apr 19, 2018	Registered	Scientific and technological services, Medical services; veterinary services
RIGHT DOCTOR, RIGHT NOW	Apr 19, 2018	Registered	Scientific and electric apparatus and instruments
UNSICK DAY	Mar 29, 2017	Registered	Medical services; veterinary services
ZOCDOC	Aug 16, 2016	Registered	Scientific and technological services, Scientific and electric apparatus and instruments
Z	Aug 16, 2016	Registered	Scientific and technological services, Medical services; veterinary services, Scientific and electric apparatus and instruments
Z	Aug 16, 2016	Registered	Scientific and technological services, Medical services; veterinary services, Scientific and electric apparatus and instruments
Zocdoc	Aug 16, 2016	Registered	Scientific and technological services, Scientific and electric apparatus and instruments
·Z·	Feb 17, 2016	Registered	Scientific and technological services, Medical services; veterinary services, Scientific and electric apparatus and instruments
·Z·	Feb 17, 2016	Registered	Scientific and technological services, Medical services; veterinary services, Scientific and electric apparatus and instruments

## BetterHelp

ORGANIZATION

# BetterHelp

Summary
People
Technology
Signals & News

### About

BetterHelp is an online counseling platform that connects its members to licensed therapists.

Acquired by  
 Teladoc

- San Francisco, California, United States
- 51-100
- Private
- [www.betterhelp.com](http://www.betterhelp.com)
- 49,432

### Highlights

Number of Current Team Members  
2

### Details

#### Industries

Health Care Internet Wellness

#### Headquarters Regions

San Francisco Bay Area, West Coast, Western US

Founded Date  
2013

Founders  
Alon Matas, Danny Bragonier

Operating Status  
Active

Estimated Revenue Range  
\$50M to \$100M

Company Type  
For Profit

Contact Email  
[contact@betterhelp.com](mailto:contact@betterhelp.com)

BetterHelp is an online counseling platform that connects its members to licensed therapists. Clients and counselors connect using their computer, tablet, or mobile phone. It was founded in 2013.

### Highlights

<p>Total Products Active <span style="font-size: 24px; color: blue;">19</span></p>	<p>Downloads Last 30 Days <span style="font-size: 24px; color: blue;">127,899</span></p>
<p>Active Tech Count <span style="font-size: 24px; color: blue;">31</span></p>	<p>Monthly Visits <span style="font-size: 24px; color: blue;">5,057,541</span></p>
<p>Monthly Visits Growth <span style="font-size: 24px; color: blue;">-2.31%</span></p>	

### About

BetterHelp uses 19 technology products and services including HTML5, Google Analytics, and jQuery, according to G2 Stack.

BetterHelp is actively using 31 technologies for its website, according to BuiltWith. These include SPF, SSL by Default, and Google Analytics.

## Formativ Health

ORGANIZATION

# Formativ Health

Summary
Technology
Signals & News

### About

It makes it easier for patients to schedule, keep, and pay for appointments by clearing the administrative barriers to high-quality service.

Jacksonville, Florida, United States

251-500

Private

[www.formativhealth.com/](http://www.formativhealth.com/)

213,702

### Details

#### Industries

Health Care Hospital Information Technology

Medical

Headquarters Regions  
East Coast, Southern US

Founded Date  
2017

Founders  
John D'Angelo

Operating Status  
Active

Legal Name  
Formativ Health, Inc.

Company Type  
For Profit

Contact Email  
[info@formativhealth.com](mailto:info@formativhealth.com)

Phone Number  
+1 844-818-1020

Formativ Health makes it easier for patients to schedule, keep, and pay for appointments by clearing the administrative barriers to high-quality service. Our on-demand, best-in-class contact center enhances the patient journey from outreach to follow-up, using a powerful blend of technology and empathetic service. We also offer technology to enhance the patient experience for provider organizations with their own access operations.

SOURCE: CRUNCHBASE