



Idea. Innovation. Transformation.

# HEALTHCARE TRENDS IN 2020

In 2020, the healthcare industry continues its shift from a mass-market to a target-market approach, enhancing patient care and having a positive impact on industry growth and revenue. Read on for the top medical technology and pharmaceutical trends we expect to impact the world of healthcare in 2020.

## APPROACH TO HEALTHCARE



**Precision medicine** and Value-Based Healthcare



Embracing **medical marijuana**



Focus on **preventive healthcare**



Increase in **alternate site care** facilities

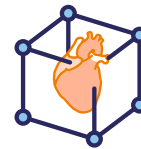
## TECHNOLOGY ADVANCEMENTS



**Boom in AI** & cloud technology



**Gene editing**



**3D printing** for organs



**Wearable monitoring devices:** apps, gamification, digital medicine

## GROWTH



The **R&D** segment will exhibit the **highest profitability** (~28%) in **biotech**



**Global medical device** market is expected to grow at a **5% CAGR** in the next 5 years



**Biosimilars sales** are expected to increase to **\$365M** globally in 2020



**Growing importance** of emerging markets, particularly **Latin America**, as well as **Chinese trade**



At Alira Health, we help **pharma, biotech, and medtech organizations transform healthcare** for patients around the world.

To learn more about how you can leverage these industry trends, please contact **David Uffer, Senior Partner, VP of MedTech.**