



Duke Tech Solutions launches Telecom for Healthcare

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The Opportunity



Telecom service providers, Healthcare service providers and their suppliers can capitalize on the growing Telecom for Healthcare (T4H) multi-billion market.

Key Takeaways



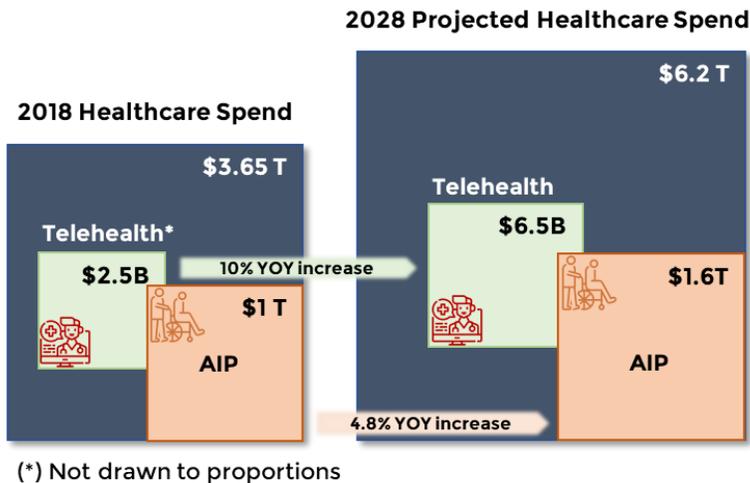
There are a lot of new plays and players in this space and appropriate timely action is needed by all to stay in the game and get ahead. This is not the time to “take time” and do everything in house. Seek help from experts in the field to guide you through the maze.

Key words: T4H, Telehealth, AIP, DTS Services



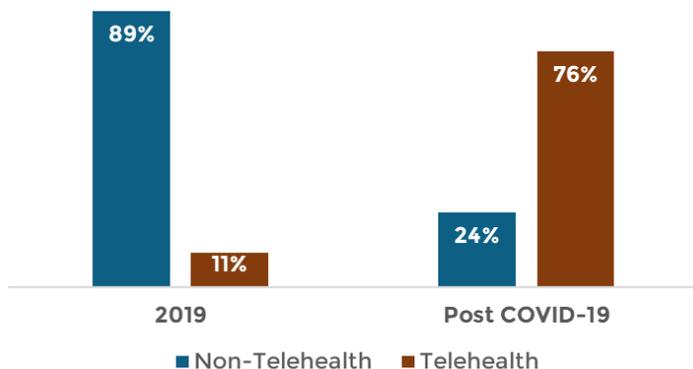
Telecom for Healthcare (T4H) Opportunity

Healthcare is a multi-billion-dollar industry, and it is growing, as shown in the figure below. The dynamics and size of the sub segments within this vast industry is shifting.



Consumers demand for Telehealth services at home is exploding. As shown in the figure below, the consumer demand for Telehealth shifted from 11% in 2019 to 76% after COVID-19. Telehealth claims rose over 4000% from March 2019 to March 2020. Several factors have contributed to this. Some of the drivers and enablers include: the need to stay safe in the pandemic, insurance covering telehealth claims, reduction in travel time and cost, increasing tech savvy consumer and broadband availability.

Shift in Telehealth Consumer Population



Telecom service providers have an opportunity to get a slice of the multi-billion-dollar Healthcare market by being the single point of consolidated access to significant amount of healthcare service needs, for example Telehealth and Aging in Place as discussed in this magazine.

Healthcare providers have an opportunity to modernize and retain their consumers by partnering with telecom service providers.

DTS calls this inter-industry collaboration **Telecom for Healthcare (T4H)**.

There is a frenzy of confusing activity in the marketplace. The market is huge, with many players and the need is urgent. Device manufacturers, opportunistic application developers and telecom operators can all do with external help to address this opportunity in a timely manner. Duke Tech Solutions can be that “external” help.

DTS launches T4H

DTS has been studying and leading original thought leadership in Telecom Solutions for Healthcare for the last 3 years and have experts from both industries on staff.

DTS been planning and transforming cable operator networks for several years, always with future services, traffic demands, and business needs in mind.

DTS also guides telecom equipment suppliers with product plans and strategy.

DTS staff actively chair and contribute to SCTE.ISBE standards in Aging in Place, and Telemedicine working groups.

DTS has created and is launching a T4H services group as it is in a unique position to assist with addressing the huge inter-industry opportunity.

What can DTS offer in T4H?

All potential use cases need to be analyzed, understood, modelled before business and investment decisions can be made either by Healthcare or Telecom providers or suppliers. This is where DTS comes in. DTS can work with you,



your systems providers, consumers to help develop strategies and solutions.

Market Research

Any key business decision must start with correct data. DTS has already conducted extensive market research in this area which is available for purchase. Additionally, DTS can undertake specific bespoke research to suit needs of the business.



Business Analysis

Investment (time, resources and money) is at the heart of any business decision. DTS is adept at conducting business analysis to visually demonstrate the merits of various business paths that can be or are being considered to help identify the optimum for achieving business goals - strategic and tactical.



Use case modelling

To really understand all aspects of a market need, specific use cases must be modelled in detail. This is a necessary step to ensure that all stakeholders need, business interface requirements and financial data is accounted for.



Services, Business or Go to Market Strategy

Sometimes the only help needed may be around services, business or go to market strategy. DTS is leveraging its extensive historic strategy methodology and data analytics to be able to offer strategy development for T4H.



Summary

Provision of healthcare services via the telecom network offered by the telecom provider is an exploding market. The race is on and the time to act is now. Duke Tech Solutions makes an ideal partner as they bring experience and future perspectives from both telecom and healthcare industry segments.

If you have any questions, please feel free to reach out to us at T4H@duketechsolutions.com. For more insight on our company, please check us out at www.duketechsolutions.com

Are you ready for *Telecom for Healthcare?*



Are you ready to venture into the Telecom for Healthcare industry? Let our experts assist you

How big is the Healthcare opportunity for Telecom operators?*



(*) From DTS Telehealth Market Report

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