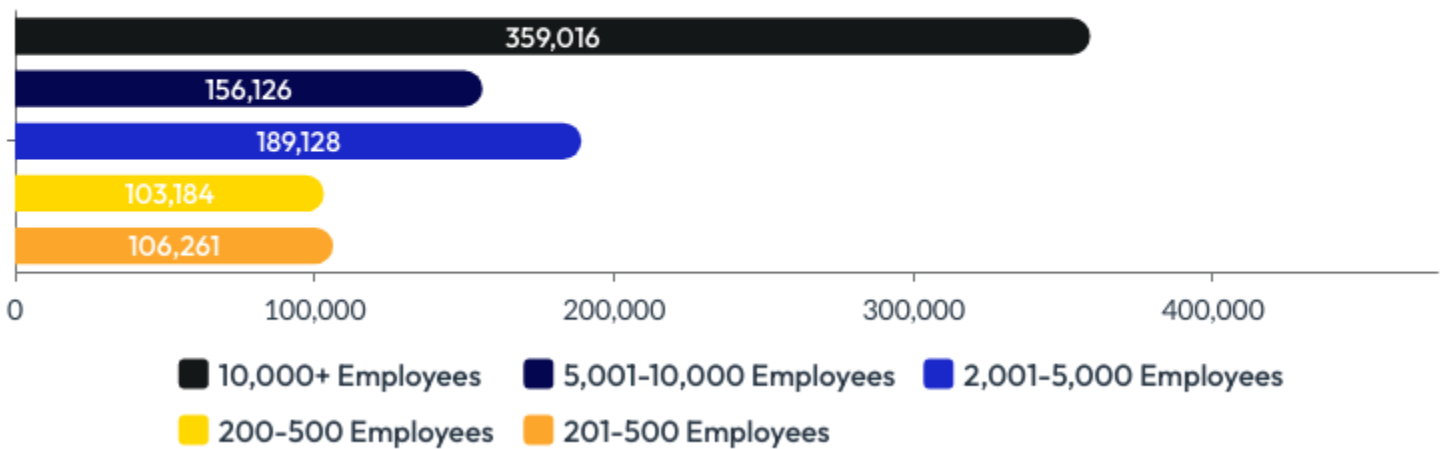# Lighthouse Labs

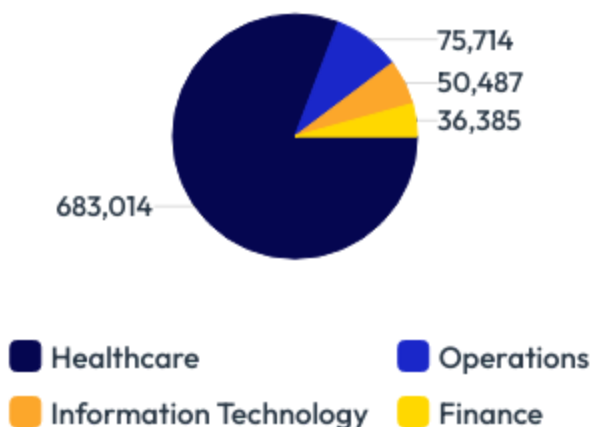## Healthcare Software Trends

July 2024

Overview

As the healthcare software landscape continues to evolve, Lighthouse Labs have analyzed **over 1.1M** down funnel content consumption and engagements relating to healthcare software. Summarized below is the basic categorization data collected about engagements to enable filtering and analysis of the data.
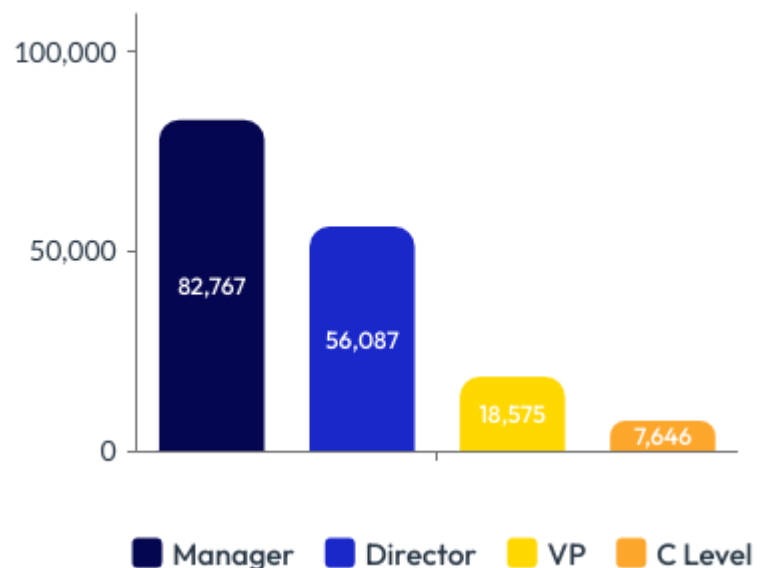

Company Size Engagement
Healthcare Engagement By Company Size

- 359,016
- 156,126
- 189,128
- 103,184
- 106,261

■ 10,000+ Employees   ■ 5,001-10,000 Employees   ■ 2,001-5,000 Employees
■ 200-500 Employees   ■ 201-500 Employees

Functional Engagement
Healthcare Engagement By Function

- 75,714
- 50,487
- 36,385
- 683,014

■ Healthcare   ■ Operations
■ Information Technology   ■ Finance

Seniority Engagement
Healthcare Engagement By Seniority Level

- 82,767
- 56,087
- 18,575
- 7,646

■ Manager   ■ Director   ■ VP   ■ C Level

Leveraging atlasIQ, this trend report utilizes these data-backed insights to identify crucial advancements in four strategic areas driving Healthcare software and MedTech solutions: Healthcare IoT (H-IoT), cyber resilience, artificial intelligence and, data interoperability.

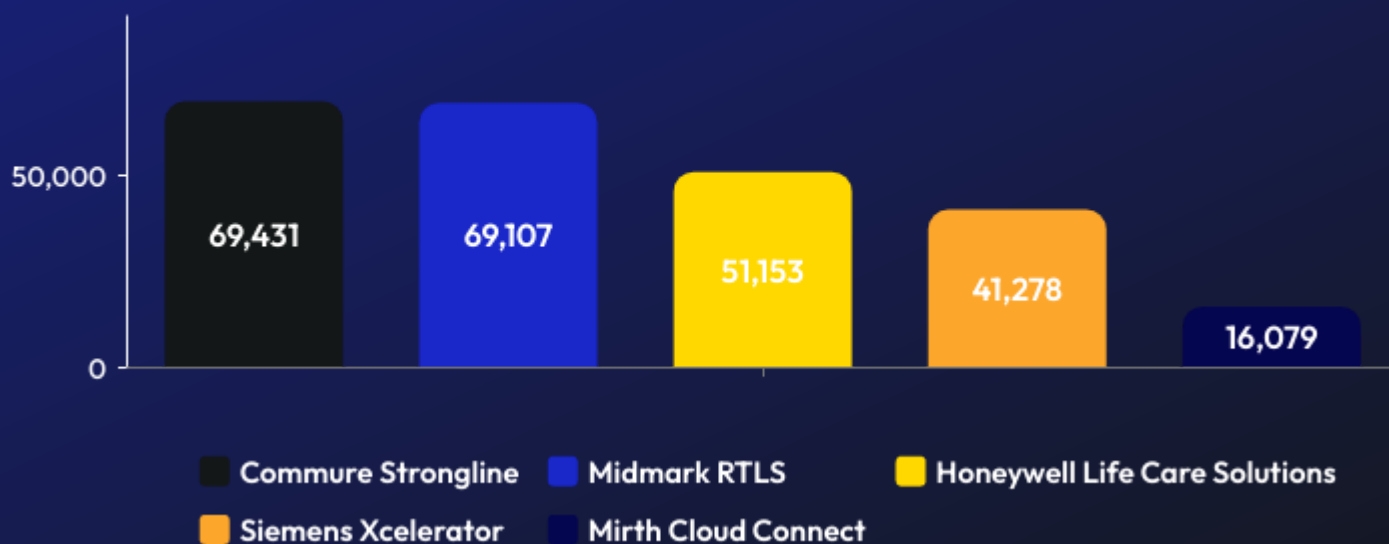pharosIQ

Healthcare Internet of Things (H-IoT)

Integrated healthcare ecosystems replacing siloed systems.

As we step into the second half of 2024, the intersection of Internet of Things (IoT) and healthcare is becoming stronger, fundamentally enhancing the quality and accessibility of healthcare. Integrating IoT technology into healthcare systems is revolutionizing patient care, treatment processes, and medical research. The IoT market in healthcare is projected to soar to **$190 billion** by 2028, driven by a robust CAGR of **24.91%**, according to a report by Vantage Market Research.

Our analysis reports **over 140,000** engagements with research reports and case studies related to H-IoT over the last 6 months. Several key IoT trends in healthcare are emerging including remote patient monitoring, edge computing, and connected healthcare systems. This engagement has also been supported by the consumption of comparison guides related to the following products:

Performance by Product
Top Vendor/Products Generating Engagement Across Last 6 Months

Bar chart values:
- Commure Strongline: 69,431
- Midmark RTLS: 69,107
- Honeywell Life Care Solutions: 51,153
- Siemens Xcelerator: 41,278
- Mirth Cloud Connect: 16,079

Legend:
- ■ Commure Strongline
- ■ Midmark RTLS
- ■ Honeywell Life Care Solutions
- ■ Siemens Xcelerator
- ■ Mirth Cloud Connect

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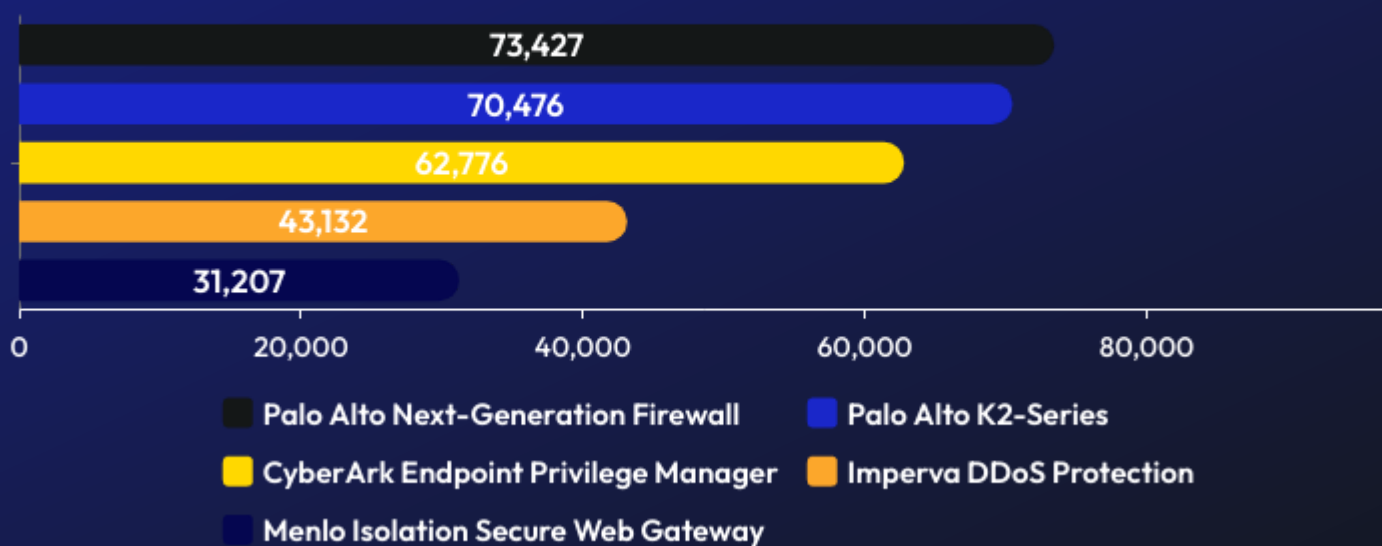# Securing Digital Transformation in Healthcare

Healthcare pays the highest price of any sector for cyberattacks.

The increasing use of telemedicine and remote patient monitoring tools has heightened security concerns due to cyberattacks and data privacy issues. Consequently, security is a major consideration for healthcare organizations when purchasing new software. In the Gartner 2024 Tech Trends Survey, **28%** of respondents identified IT security as the top priority for software investment in 2024. Amid these challenges, healthcare organizations must strengthen their cyber resilience to effectively address evolving threats.

Our analysis reports a **19.96% increase** engagements with research reports over the last 6 months related to implementing comprehensive cybersecurity, for safeguarding patient care and data integrity. This engagement has also been supported by the consumption of case studies related to the following products:

Performance by Product
Top Vendor/Products Generating Engagement Across Last 6 Months

Product	Engagement
Palo Alto Next-Generation Firewall	73,427
Palo Alto K2-Series	70,476
CyberArk Endpoint Privilege Manager	62,776
Imperva DDoS Protection	43,132
Menlo Isolation Secure Web Gateway	31,207

Legend:
- ■ Palo Alto Next-Generation Firewall
- ■ Palo Alto K2-Series
- ■ CyberArk Endpoint Privilege Manager
- ■ Imperva DDoS Protection
- ■ Menlo Isolation Secure Web Gateway

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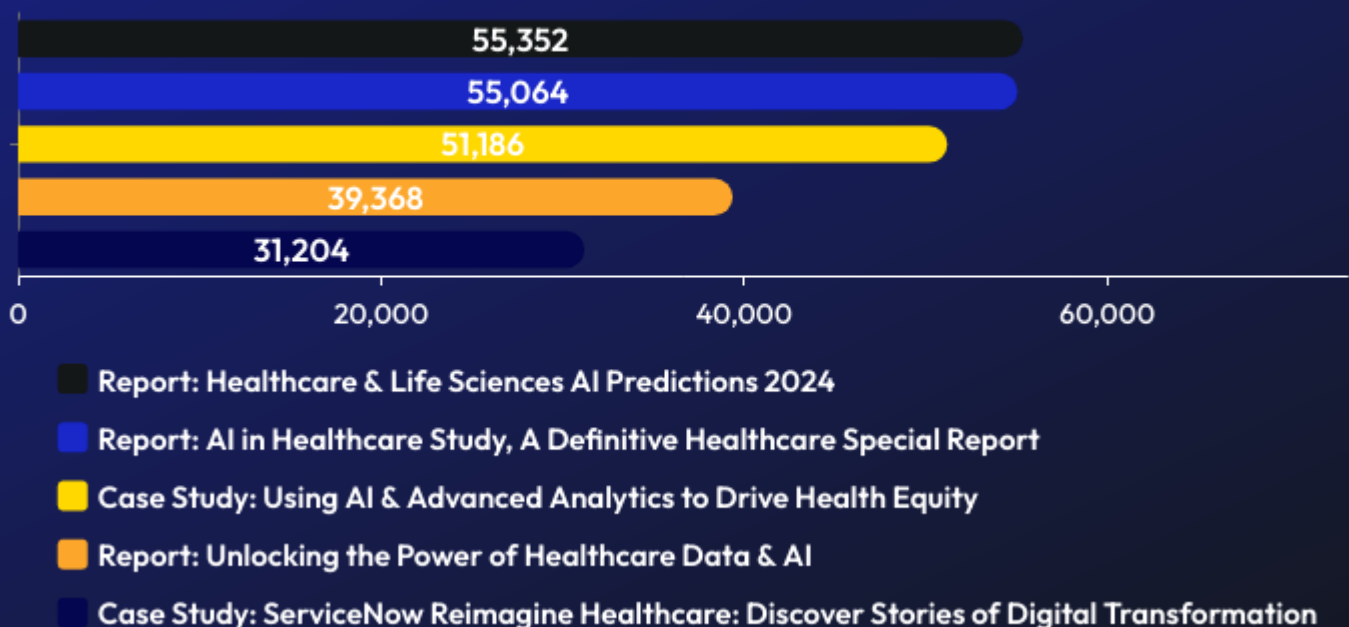
Driving Effecting AI-Enabled Healthcare

Industrialized intelligence to deliver value.

Generative AI will be particularly impactful over the next 12 months, democratizing access to transformative AI applications, simplifying implementation, and generating personalized recommendations. It can create synthetic data for training medical AI algorithms without compromising patient privacy and develop chatbots and virtual assistants for every stage of the patient journey.

While healthcare organizations adopt AI cautiously, viewing it as a tool to increase efficiency rather than an independent technology, key themes from our most popular research formats within the last 6 months have demonstrated over 250,000 bottom of funnel engagements relative to the value of AI for patient care and business operations:

Performance by Asset Title

Top Assets Generating Engagement Across Last 6 Months

Value
55,352
55,064
51,186
39,368
31,204

Axis: 0 — 20,000 — 40,000 — 60,000

■ Report: Healthcare & Life Sciences AI Predictions 2024

■ Report: AI in Healthcare Study, A Definitive Healthcare Special Report

■ Case Study: Using AI & Advanced Analytics to Drive Health Equity

■ Report: Unlocking the Power of Healthcare Data & AI

■ Case Study: ServiceNow Reimagine Healthcare: Discover Stories of Digital Transformation

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Healthcare Data Interoperability

Health information exchanges and interoperability.

Data sharing among public bodies, businesses, and individuals presents a unique opportunity to improve healthcare provision. Initiatives like the European Health Data Space and the new policy from the US National Institute of Health aim to promote scientific data sharing while safeguarding privacy. The UK's NHS, for example, has invested in a Federated Data Platform to facilitate collaboration, data comparison, analysis, and the sharing of effective digital solutions among health and care organizations.

Yet, many health organizations have immature data processes and technologies, such as segmented datasets, or lack ownership of their data. Our analysis reports almost 300,000 engagements with research reports and case studies related to enhancing health information exchange and interoperability over the last 6 months, resulting in the consumption of peer review and price comparison guides related to the following products:

Performance by Product
Top Vendor/Products Generating Engagement Across Interoperability in Healthcare

Product	Engagement
Healthcare Triangle	73,414
CommureOS	69,405
Health Catalyst Ignite™	51,138
ServiceNow Now Platform®	43,176
InterSystems IRIS for Health™	41,286

Legend:
- Healthcare Triangle
- CommureOS
- Health Catalyst Ignite™
- ServiceNow Now Platform®
- InterSystems IRIS for Health™

Lighthouse Labs: Healthcare Software Trends, July 2024 Edition

This Lighthouse Labs Trends Report underscores the pivotal advancements and strategic areas that are shaping the future of healthcare technology. Innovations such as Healthcare IoT , cyber resilience, artificial intelligence, and healthcare interoperability. These advancements are set to revolutionize patient care, streamline operations, and enhance data security.

By embracing these technologies, healthcare organizations can achieve greater efficiency, improved patient outcomes, and a more interconnected and resilient healthcare ecosystem. The integration of H-IoT devices, robust cybersecurity measures, AI-driven analytics, and seamless data exchange will collectively transform the healthcare landscape, paving the way for a more effective and patient-centric future.

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Lighthouse Labs

Lighthouse Labs, powered by pharosIQ, is the definitive source for data-driven insights and industry trends. By analyzing down-funnel content consumption across multiple industries, we provide executives and senior managers in technology, financial services, manufacturing, marketing, and sales with actionable intelligence and comprehensive understanding of market dynamics.

pharosIQ

pharosIQ is a leading global provider of "intent-to-purchase" signal-driven lead generation solutions, delivering essential insights and demand for B2B organizations' sales and marketing success. With over four decades of expertise, pharosIQ converts proprietary intelligence into impactful engagements, driving global revenue efficiently. Powered by first-party audience engagement data, pharosIQ connects B2B software and services vendors with in-market buyers, transforming sales and marketing strategies worldwide.

For more information visit pharosIQ.com