# C:\Users\User\Downloads\rawpixel-602153-unsplash.jpgApple Is Going After The Healthcare Industry, Starting With Personal Health Data

Apple has initiated a stance that it would start to invest in research and health care facilities. IN the market, the Health care market dominates the economy way more than smart phones ever could, hence Apple has started working on this plan of theirs. Health care is something that is a basic necessity in the day to day life of people, hence it shouldn’t be that big of a surprise to look at what Apple is trying to achieve.

But still there are a few major reasons behind their entering into the highly regulated world of healthcare.

The most important one being the fact that the competition between tech giants is quite rough, with them trying to encroach inside the territory that Apple has dominated historically: Phones are being made by Google, Home hardware is being focused upon by Amazon, saturation of the variables market etc.

As tech giants continue to move into Apple’s territory, healthcare can help the company differentiate its products and further reach its core goals, which include:

* High-margin hardware selling.
* From its ecosystem switching costs are increased
* Expanding its service offerings (Apple Cloud, App Store, etc.)

Apple is able to use healthcare as a mean in order to distribute its products into hands of the demographics that it had traditionally had a hard time dealing with: as the low income and the elderly population. In order to consider that these groups are disproportionately more able to be sick, Apple is able to position itself as a method to improve the outcomes and to distribute through family members or through insurance carriers.

Apple is able to make a ton of non-health revenue, which means that it does not need to worry about the traditional reimbursement routes or make a margin on its products regarding healthcare. In order for the company to dive deeper into the space of healthcare, it could afford to weather the uncertain regulation and long timelines that it has associated with health care all thanks to its huge and broad revenue streams.

 *“When you look at most of the solutions, whether its devices, or things coming up out of Big Pharma, first and foremost, they are done to get the reimbursement [from an insurance provider]. Not thinking about what helps the patient. So if you don’t care about reimbursement, which we have the privilege of doing that may even make the smartphone market look small.” – Tim Cook, Apple CEO*

**APPLE’S MEDICAL DEVICES**

Apple was able to strike some key camaraderie in order to focus on some other health capabilities with Universities such as Stanford’s Center for Digital Health as well as UNC. Apple is supplying researchers belonging to these universities thousands of Apple Watches for their studies pertaining to:

* Mindfulness & physical activity
* Virtual therapy for an arm recovery
* AI supporting adherence in psychiatric care
* Reducing the hyperactivity in cases of ADHD
* Data collecting and preventing migraines
* Binge eating

These projects could potentially help Apple find future use cases for the Apple Watch.

*“Development languished because much of the health-sensor technology failed to meet Apple’s standards… Apple tinkered with sensors that measured the conductivity of skin, a concept used in polygraphs to gauge stress. The technology also showed promise for heart-rate monitoring such as an electrocardiogram, or EKG… Apple also experimented with ways to detect blood pressure or the amount of oxygen in the blood, but the results were inconsistent.” — Wall Street Journal*

**Conclusion**

Apple is now blurring the lines between healthcare and wellness, as it tends to use its position in our pockets in order to connect the two. If it is able to crack the personal health record of the person and patient data platform, it would be able to power its patients to make their decisions and provide data access to whomsoever they chose. This is a new paradigm in the field of healthcare, where the patients have largely more advantage, data as well as the agency in their choice making.

Apple is able to approach health care and is doing so slowly. The company has been achieving success via vertically integrating all of its experience as well as its products and it seems to have been going towards healthcare from a similar angle via connection of different parts of a user’s experience together.

The occupants directly involved in this project would include health IT as well as electronic medical record companies, and medical devices makers building commodity consumer-facing devices. These are occupant types that have been able to historically not prioritize user experience and ultimately would potentially not win against Apple if the people started to expect a better user experience in their medical care.