

# **Healthcare at Home**

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## **Abstracts**

Economic and demographic factors are gradually transferring healthcare treatment from hospitals and clinics to private households. New technology and a desire for greater home comforts among baby boomers are opening up opportunities in the household for healthcare providers. This Strategy Briefing will shed light on why demand for healthcare at home is rising, provide insights into challenges and opportunities in the segment, and provide business examples with appropriate case studies.

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