

Disposable Hospital Gowns Market Size, Share & Trends Analysis Report By Product (Surgical Gowns, Non-surgical Gowns, Patient Gowns), By Usability, By Risk, By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Digital Health for Musculoskeletal Care Market Growth & Trends

The global digital health for musculoskeletal care market size is expected to reach USD 11.6 billion by 2030, and is expected to grow at a CAGR of 17.4% from 2024 to 2030, according to a new report by Grand View Research, Inc. The market is driven by the increasing prevalence of conditions, the rise of telehealth and remote monitoring, advancements in wearable technology, and a shift toward value-based care. The aging population and a focus on preventive care, especially in occupational health, also contribute to the growing demand. Digital platforms offer cost-effective solutions by minimizing in-person visits and improving rehabilitation efficiency, addressing the challenge of rising healthcare costs.

The growing adoption of telehealth and remote monitoring in musculoskeletal care is revolutionizing treatment by enabling virtual consultations and reducing the need for in-person visits. This is especially beneficial for chronic conditions such as arthritis and lower back pain, as it promotes consistent communication, enhances treatment adherence, and provides personalized care. As a result, telehealth improves outcomes, cuts healthcare costs, and lowers access barriers. Increasingly, companies are launching telehealth products and services to meet this demand. For instance, in November 2023, Upswing Health, a technology-driven musculoskeletal management company, is revolutionizing orthopedic care delivery by integrating AI and telehealth to

enhance MSK care and reduce costs. Patients utilizing Upswing's approach have required 38% fewer musculoskeletal services compared to traditional methods, including 61% fewer injections, 49% fewer surgeries, 46% fewer physical therapy or chiropractic sessions, 30% fewer imaging, and 25% fewer emergency room visits.

Advancements in wearable technology have transformed musculoskeletal care by enabling devices and sensors to track movement, posture, range of motion, and muscle activity in real-time. These wearables provide continuous data, allowing for personalized treatment plans and early intervention when irregularities are detected. Integrated with digital health platforms, they enable remote monitoring, therapy adjustments, and active patient engagement. By offering instant feedback on exercises, wearables help prevent further injury and optimize recovery. As technology evolves, its impact on both prevention and treatment will make musculoskeletal care more efficient and accessible. For instance, in June 2024, Virtual physical therapy company IncludeHealth partnered with OrthoForum Value Network (OVN) to broaden access to its digital musculoskeletal care solution for more providers and patients. The partnership will utilize IncludeHealth's computer vision technology to offer an integrated solution that enhances physician-led MSK care, according to the companies.

Some key players are adopting key strategic initiatives such as mergers, acquisitions, and partnerships to expand their business footprint and grow their clientele. For instance, in December 2021, Solera Health, a platform for linking individuals effortlessly to effective health solutions, introduced its new Musculoskeletal (MSK) offering in collaboration with leading digital MSK therapy providers: SWORD Health, Kaia Health, and Sworkit. This new MSK offering from Solera, utilizing its extensive network of evidence-based digital interventions, will cover a wide range of musculoskeletal conditions. It will offer services that include preventative wellness, injury and chronic condition management, and preoperative and postoperative rehabilitation.

Digital Health for Musculoskeletal Care Market Report Highlights

Based on component, the software & services segment dominated the market in 2023 with a revenue share of 62.2%.

Based on end use, the patient segment dominated the market in 2023 owing to growing awareness and demand for accessible, convenient care options.

North America dominated the global market due to the presence of a large number of major market players, government initiatives, and the launch of a

diverse range of hardware, software, and services in the market.

In July 2024, Sun Life announced that it has chosen Hinge Health to deliver digital interventions for members with musculoskeletal (MSK) conditions, aiming to improve healthcare outcomes while managing costs for clients and members. Sun Life's recent High-Cost Claims and Injectable report revealed that MSK conditions ranked as the fifth most expensive claims from 2020 to 2023.

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