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TECH 2/09/2016 @ 2:28PM | 1,363 views

# 5 Healthcare Tech Startups To Watch In 2016



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Enterprising startups are disrupting incumbent players in industries as diverse as [publishing](#), [entertainment](#) and [personal finance](#). Healthcare is far from immune to this tech-driven business trend— across the industry, young and innovative firms are giving legacy systems a run for their money.

At the heart of the change sweeping across the healthcare business is data.

“Most doctors and organizations like HMOs are looking for ways to better use information, both to improve patient health and to increase the efficiency of physicians and other care providers,” said Charles King, president and principal analyst at [Pund-IT](#). “Modern medicine is very much a data-driven practice. If it’s possible to collect and communicate information in a reliable fashion, that can actually speed certain kinds of medical decisions and activities.”





If you're wondering what kind of medical decisions and activities, then read on. Below, we've rounded up five healthcare tech startups worth keeping an eye on in 2016.

### 1. [Oscar Health](#)

Founded in 2012, health insurance startup Oscar Health promises better care at a lower cost “through technology, data and design.” Through its app or website, users can purchase insurance directly or through an insurance marketplace. Members can consult with a doctor directly through the app from any location.

A rewards program that allows members to earn up to a dollar a day for staying active is meant to encourage health habits. Oscar provides a free fitness tracker to monitor progress.

### 2. [Pager](#)

If any app deserves the Uber-of-healthcare mantle, it's probably Pager, at least as far as function is concerned. The app allows you to summon a care provider straight to your location, whether you're at your home, in the office or in the middle of Central Park.

Though not ideal for the cost conscious (a single in-person visit runs \$200), it's nonetheless a great option if you find yourself in a bind in either New York City or San Francisco. Expansion plans are apparently in the works.

### 3. [Hometeam](#)

As the first generation to hit retirement age in the era of cloud computing, Baby Boomers can take advantage of options never before available in eldercare. Hometeam connects seniors to professional caregivers who not only perform basic services centered on nutrition and hygiene, but also plan what the company calls “beautiful days,” which are meant to encourage seniors to stay active and maintain hobbies.

“The reason I think this is pretty cool is that there’s tens of millions of Baby Boomers crossing over into retirement, which has elicited a lot of interest in what’s called ‘aging in place’ technologies, essentially allowing people to stay in their homes rather than having to go into an assisted living facility,” said King.

#### 4. [MedWand](#)

Any Star Trek fan will look at the MedWand and immediately think, “[tricorder](#).” Resembling an ear thermometer, the MedWand combines the functionality of several conventional diagnostic tools, including an otoscope, ophthalmoscope, EKG and pulse oximeter. It has built-in connectivity, so readings can be uploaded directly to the cloud where they can be accessed by care providers. The MedWand is also compatible with a variety of Bluetooth-enabled peripherals, like glucometers.

#### 5. [WellDoc](#)

As the first mobile prescription therapy approved by the Food and Drug Administration for Type 2 diabetes, WellDoc aims to change the way chronic disease is managed by placing a data-driven focus on patient outcomes. The device-agnostic app helps patients manage their diabetes effectively between medical office visits by analyzing data input by the patient to deliver personalized guidance.

“The idea is you provide patients the tools they need to keep from becoming sick in the first place. If you can inspire or inform or encourage

behavior that keeps people from getting ill in the first place, it allows the system to work more efficiently,” said King.

This year will no doubt be an exciting one for healthcare tech, and the list above represents just a handful of the innovative startups shaking up the industry.

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