

# THE VIEW

Life sciences | September 2021



Globally, the aging population has increased at an unprecedented rate, with senior citizens soon set to outnumber children in America for the first time in history. With the recent celebration of world senior citizen's day on August 21st, this month's newsletter explores how technological advances are transforming the eldercare and active aging industries, as well as numerous other sectors across life sciences.

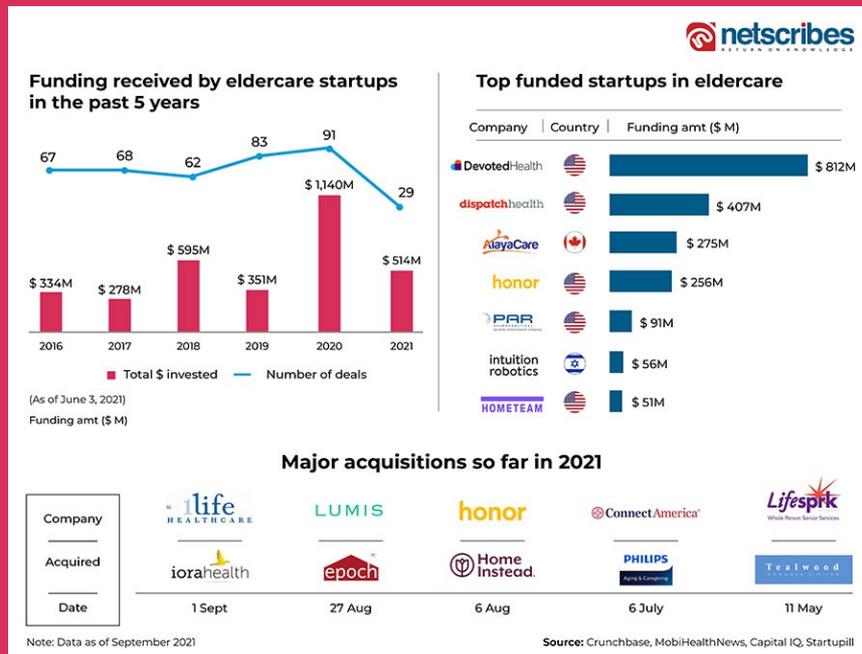
## Using smart technology to revolutionize eldercare



By 2022, it is expected that the US active aging market will surpass USD 30B. With the aging population increasing at an exponential rate, explore how smart technologies are transforming the world of eldercare. >>

## Industry spotlight: Eldercare startups witness investment boom

Healthcare startups and venture investors are ramping up efforts to cater to the aging population, as more than a fifth of Americans will be 65 or older by 2050. Here's a closer look at the startup landscape in this space.



## Other highlights

### **Why healthcare marketers should leverage precision marketing**



To be successful in the consumer-centric healthcare industry, firms must address each patient's needs as an individual. Healthcare precision marketing employs predictive models that can disclose vital insights and aid in the customization of patient journeys. Here's how. >>

### **Expert talk: What's the future of eldercare technology?**

"(Moving forward) eldercare technology needs to shift to lower-cost settings with future investment in digital health, but it needs to be an artful combination of data analytics, digital tech platforms, and the human touch, to create new models of care that are not only cost-efficient but also clinically effective." - [Brian Hozler, CEO, Lacuna Health](#)

### **Robotic surgery: A hi-tech path to healthcare's future**



In 2020, the surgical robot market generated USD 5.46B and is expected to reach USD 16.77B by 2031, at a CAGR of 10.2%. With the future of robotic surgery in healthcare beginning to shape up, here's a holistic view of the current scenario in this space. >>

## Smart tech in the news

- Voice technology opens new avenues for at-home healthcare ([Healthcare IT News](#))
- How quantum computing is set to change healthcare's future ([Healthcare IT News](#))
- Healthcare providers are gaining big efficiencies with NLP ([Healthcare IT News](#))
- Three ways healthcare systems can benefit from 5G capabilities ([HealthTech Magazine](#))
- Why COVID-19 was a watershed moment for machine learning ([Fierce Healthcare](#))

Identify opportunities for a differential advantage through a cohesive view of healthcare markets. [Learn more.](#)

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