Digital Therapeutics Market - Global Forecast to 2021

Description:
Digital Therapeutics Market by Application (Prevention (Prediabetes, Obesity), Care (Diabetes, CVD, CNS, CRD, Smoking Cessation, Musculoskeletal)), Sales Channel (B2C (Patient, Caregiver), B2B (Provider, Payer, Employer, Pharma)) - Global Forecast to 2021

The digital therapeutics market in terms of value is expected to reach USD 457.9 million by 2021 from USD 110 million in 2016, growing at a CAGR of 27.7% from 2016 to 2021. This market is categorized on the basis of application, sales channel, and region.

Major factors contributing to the growth of the digital therapeutics market include increasing incidence of chronic diseases, rising focus on preventive healthcare, technological advancements, growing need to control healthcare costs, significant increase in venture capital investments, and the benefits of digital therapeutics. Government initiatives to support the development and adoption of digital therapeutics solutions also provide an impetus for the growth of this market. For instance, in 2010, the U.S. Congress authorized the Centers for Disease Control and Prevention (CDC) to create the Diabetes Prevention Recognition Program (DPRP) and recognize programs that meet evidence-based standards provided by DPRP.

This includes programs such as the “Prevent” program offered by Omada Health Inc. (U.S.) implemented for the prevention of diabetes. Additionally, the Affordable Care Act (2010) authorized a series of diabetes prevention programs under the National Diabetes Prevention Program (NDPP). One example of such a program is three digital diabetes prevention programs, provided by Canary Health (U.S.), Noom Health (U.S.), and Omada Health (U.S.), which received recognition in 2015. Such government initiatives are likely to provide an impetus for market growth. Relatively untapped markets in developing regions of Asia-Pacific and unexplored therapeutic applications have opened an array of opportunities for the digital therapeutics market. However, factors such as a lack of awareness and access to digital therapeutics programs in developing countries, patient data privacy concerns, and resistance from traditional healthcare providers may restrain the growth of this market.

Apart from the comprehensive geographical and product analysis and market sizing, the report also provides a competitive landscape that covers the growth strategies adopted by industry players over the last three years. In addition, the company profiles comprise basic views on key players in the digital therapeutics market and their product portfolios, developments, and strategies. The above-mentioned market research data, current market size, and forecast of the future trends will help key players and new entrants to make the necessary decisions regarding product offerings, geographical focus, changes in strategic approach, R&D investments for innovations in products and technologies, and levels of output in order to remain successful.

Reasons to Buy the Report:

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help firms garner a greater market share. Firms purchasing the report can use any one or a combination of the below-mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market shares.

The report provides insights on the following pointers:

- Market Penetration: Comprehensive information on the product portfolios of top players in the digital therapeutics market. The report analyzes the digital therapeutics market by application, sales channel, and region

- Product Development/Innovation: Detailed insights on the upcoming technologies, R&D activities, and new product launches in the digital therapeutics market

- Competitive Assessment: In-depth assessment of market strategies, geographical and business segments, and product portfolios of leading players in the digital therapeutics market
- Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the market for various digital therapeutics products across geographies.

- Market Diversification: Exhaustive information about new products and services, untapped geographies, recent developments, and investments in the digital therapeutics market.

Contents:

1 Introduction
   1.1 Objectives of the Study
   1.2 Market Definition
   1.3 Market Scope
   1.3.1 Markets Covered
   1.3.2 Years Considered for the Study
   1.4 Currency
   1.5 Limitations
   1.6 Market Stakeholders

2 Research Methodology
   2.1 Market Size Estimation
   2.2 Market Breakdown and Data Triangulation
   2.3 Key Data From Secondary Sources
   2.4 Key Data From Primary Sources
   2.5 Key Industry Insights
   2.6 Assumptions for the Study

3 Executive Summary

4 Premium Insights
   4.1 Market Overview
   4.2 Market, By Application
   4.3 Market for Preventive Applications
   4.4 Market for Treatment/Care Applications
   4.5 Market, By Sales Channel
   4.6 Market for B2C Sales Channel, By Buyer
   4.7 Market for B2B Sales Channel, By Buyer
   4.8 Market: Geographic Snapshot

5 Market Overview
   5.1 Introduction
   5.2 Market Dynamics
   5.2.1 Drivers
   5.2.1.1 Increasing Incidence of Preventable Chronic Diseases
   5.2.1.2 Rising Focus on Preventive Healthcare
   5.2.1.3 Technological Advancements
   5.2.1.4 Need to Control Healthcare Costs
   5.2.1.5 Significant Increase in Venture Capital Investments
   5.2.1.6 Benefits Offered By Digital Therapeutics
      5.2.1.6.1 Ability to Induce Behavioral Change
      5.2.1.6.2 Improved Drug Adherence
      5.2.1.6.3 Patient Convenience and User-Friendliness
   5.2.2 Restraints
   5.2.2.1 Lack of Awareness and Access to Digital Therapeutics Programs in Developing Countries
   5.2.2.2 Patient Data Privacy Concerns
   5.2.2.3 Resistance From Traditional Healthcare Providers
   5.2.3 Opportunities
   5.2.3.1 Emerging Markets Offer Significant Growth Opportunities
   5.2.3.2 Large Undiagnosed and Untreated Population
   5.2.3.3 Unexplored Therapeutic Applications
   5.2.4 Challenges
   5.2.4.1 Unfavorable Payment Models
   5.2.4.2 Stringent Regulatory Guidelines
   5.2.4.3 Reluctance Among Patients to Adopt Digital Therapeutics
6 Industry Insights
6.1 Introduction
6.2 Porter's Five Forces Analysis
6.2.1 Threat of New Entrants
6.2.2 Bargaining Power of Suppliers
6.2.3 Bargaining Power of Buyers
6.2.4 Threat of Substitutes
6.2.5 Intensity of Competitive Rivalry
6.3 Regulatory Requirements
6.3.1 Emerging Regulatory Framework for Digital Therapeutics
6.3.2 Health Information Portability and Accountability Act (HIPAA)
6.4 Venture Capital Investments
6.5 Pipeline Products

7 Digital Therapeutics Market, By Sales Channel
7.1 Introduction
7.2 B2C
7.2.1 Caregivers
7.2.2 Patients
7.3 B2B
7.3.1 Providers
7.3.2 Payers
7.3.3 Pharmaceutical Companies
7.3.4 Employers
7.3.5 Other Buyers

8 Digital Therapeutics Market, By Type of Application
8.1 Introduction
8.2 Preventive Applications
8.2.1 Prediabetes
8.2.2 Obesity
8.3 Treatment/Care-Related Applications
8.3.1 Diabetes
8.3.2 Central Nervous System (CNS) Disorders
8.3.3 Chronic Respiratory Diseases (CRD)
8.3.4 Musculoskeletal Disorders
8.3.5 Cardiovascular Diseases
8.3.6 Smoking Cessation
8.3.7 Medication Adherence
8.3.8 Other Applications

9 Digital Therapeutics Market, By Region
9.1 Introduction
9.2 North America
9.2.1 U.S.
9.2.2 Canada
9.3 Europe
9.3.1 Germany
9.3.2 U.K.
9.3.3 France
9.3.4 Spain
9.3.5 Rest of Europe (RoE)
9.4 Asia-Pacific (APAC)
9.5 Rest of the World (RoW)

10 Competitive Landscape
10.1 Overview
10.2 Competitive Situations and Trends
10.2.1 Partnerships, Collaborations, and Agreements
10.2.2 Investments
10.2.3 New Product Launches
10.2.4 Other Strategies
11 Company Profiles
11.1 Introduction
11.2 Proteus Digital Health, Inc.
11.3 Omada Health, Inc.
11.4 WellDoc, Inc.
11.5 Livongo Health
11.6 Noom Inc.
11.7 Ginger.IO, Inc.
11.8 Propeller Health
11.9 Zs记者了解 Inc.
11.10 Canary Health Inc.
11.11 Mango Health Inc.

12 Appendix

List of Tables (148 Tables)

Table 1 Increasing Incidence of Preventable Chronic Diseases: A Major Market Driver
Table 2 Lack of Awareness and Access to Digital Therapeutics Programs in Developing Countries: A Major Restraint for Market Growth
Table 3 Emerging Markets Offer Significant Growth Opportunities
Table 4 Stringent Regulatory Guidelines: A Major Challenge for Market Growth
Table 5 List of Venture Capital Investments in the Digital Therapeutics Market (2007-2016)
Table 6 List of Pipeline Products in the Market (2015-2021)
Table 7 Market Size, By Sales Channel, 2014-2021 (USD Million)
Table 8 Market Size for B2C Sales Channel, By Buyer, 2014-2021 (USD Million)
Table 9 Market Size for B2C Sales Channel, By Region, 2014-2021 (USD Million)
Table 10 North America: Market Size for B2C Sales Channel, By Country, 2014-2021 (USD Million)
Table 11 Europe: Market Size for B2C Sales Channel, By Country, 2014-2021 (USD Thousand)
Table 12 Market Size for Caregivers, By Region, 2014-2021 (USD Million)
Table 13 North America: Market Size for Caregivers, By Country, 2014-2021 (USD Million)
Table 14 Europe: Market Size for Caregivers, By Country, 2014-2021 (USD Thousand)
Table 15 Market Size for Patients, By Region, 2014-2021 (USD Thousand)
Table 16 North America: Market Size for Patients, By Country, 2014-2021 (USD Million)
Table 17 Europe: Market Size for Patients, By Country, 2014-2021 (USD Thousand)
Table 18 Market Size for B2B Sales Channel, By Buyer, 2014-2021 (USD Million)
Table 19 Market Size for B2B Sales Channel, By Region, 2014-2021 (USD Million)
Table 20 North America: Market Size for B2B Sales Channel, By Country, 2014-2021 (USD Million)
Table 21 Europe: Market Size for B2B Sales Channel, By Country, 2014-2021 (USD Million)
Table 22 Market Size for Providers, By Region, 2014-2021 (USD Million)
Table 23 North America: Market Size for Providers, By Country, 2014-2021 (USD Million)
Table 24 Europe: Market Size for Providers, By Country, 2014-2021 (USD Thousand)
Table 25 Market Size for Payers, By Region, 2014-2021 (USD Million)
Table 26 North America: Market Size for Payers, By Country, 2014-2021 (USD Million)
Table 27 Europe: Market Size for Payers, By Country, 2014-2021 (USD Million)
Table 28 Market Size for Pharmaceutical Companies, By Region, 2014-2021 (USD Thousand)
Table 29 North America: Market Size for Pharmaceutical Companies, By Country, 2014-2021 (USD Million)
Table 30 Europe: Market Size for Pharmaceutical Companies, By Country, 2014-2021 (USD Million)
Table 31 Market Size for Employers, By Region, 2014-2021 (USD Million)
Table 32 North America: Market Size for Employers, By Country, 2014-2021 (USD Million)
Table 33 Europe: Market Size for Employers, By Country, 2014-2021 (USD Thousand)
Table 34 Market Size for Other Buyers, By Region, 2014-2021 (USD Thousand)
Table 35 North America: Market Size for Other Buyers, By Country, 2014-2021 (USD Thousand)
Table 36 Europe: Market Size for Other Buyers, By Country, 2014-2021 (USD Thousand)
Table 37 Market Size, By Type of Application, 2014-2021 (USD Million)
Table 38 Market Size for Preventive Applications, 2014-2021 (USD Million)
Table 39 Market Size for Preventive Applications, By Region, 2014-2021 (USD Million)
Table 40 North America: Market Size for Preventive Applications, By Country, 2014-2021 (USD Million)
Table 41 Europe: Market Size for Preventive Applications, By Country, 2014-2021 (USD Million)
Table 42 Market Size for Prediabetes, By Region, 2014-2021 (USD Million)
Table 43 North America: Market Size for Prediabetes, By Country, 2014-2021 (USD Million)
Table 44 Europe: Market Size for Prediabetes, By Country, 2014-2021 (USD Million)
**Table 45:** Market Size for Obesity, By Region, 2014-2021 (USD Million)

**Table 46:** North America: Market Size for Obesity, By Country, 2014-2021 (USD Million)

**Table 47:** Europe: Market Size for Obesity, By Country, 2014-2021 (USD Million)

**Table 48:** Market Size for Treatment/Care-Related Applications, 2014-2021 (USD Million)

**Table 49:** Market Size for Treatment/Care-Related Applications, By Region, 2014-2021 (USD Million)

**Table 50:** North America: Market Size for Treatment/Care-Related Applications, By Country, 2014-2021 (USD Million)

**Table 51:** Europe: Market Size for Treatment/Care-Related Applications, By Country, 2014-2021 (USD Million)

**Table 52:** Market Size for Diabetes, By Region, 2014-2021 (USD Million)

**Table 53:** North America: Market Size for Diabetes, By Country, 2014-2021 (USD Million)

**Table 54:** Europe: Market Size for Diabetes, By Country, 2014-2021 (USD Million)

**Table 55:** Market Size for CNS Disorders, By Region, 2014-2021 (USD Thousand)

**Table 56:** North America: Market Size for CNS Disorders, By Country, 2014-2021 (USD Million)

**Table 57:** Europe: Market Size for CNS Disorders, By Country, 2014-2021 (USD Thousand)

**Table 58:** Market Size for Chronic Respiratory Diseases, By Region, 2014-2021 (USD Thousand)

**Table 59:** North America: Market Size for Chronic Respiratory Diseases, By Country, 2014-2021 (USD Million)

**Table 60:** Europe: Market Size for Chronic Respiratory Diseases, By Country, 2014-2021 (USD Thousand)

**Table 61:** Market Size for Musculoskeletal Disorders, By Region, 2014-2021 (USD Thousand)

**Table 62:** North America: Market Size for Musculoskeletal Disorders, By Country, 2014-2021 (USD Million)

**Table 63:** Europe: Market Size for Musculoskeletal Disorders, By Country, 2014-2021 (USD Thousand)

**Table 64:** Market Size for Cardiovascular Diseases, By Region, 2014-2021 (USD Million)

**Table 65:** North America: Market Size for Cardiovascular Diseases, By Country, 2014-2021 (USD Million)

**Table 66:** Europe: Market Size for Cardiovascular Diseases, By Country, 2014-2021 (USD Thousand)

**Table 67:** Market Size for Smoking Cessation, By Region, 2014-2021 (USD Million)

**Table 68:** North America: Market Size for Smoking Cessation, By Country, 2014-2021 (USD Million)

**Table 69:** Europe: Market Size for Smoking Cessation, By Country, 2014-2021 (USD Million)

**Table 70:** Market Size for Medication Adherence, By Region, 2014-2021 (USD Thousand)

**Table 71:** North America: Market Size for Medication Adherence, By Country, 2014-2021 (USD Million)

**Table 72:** Europe: Market Size for Medication Adherence, By Country, 2014-2021 (USD Thousand)

**Table 73:** Market Size for Other Applications, By Region, 2014-2021 (USD Thousand)

**Table 74:** North America: Market Size for Other Applications, By Country, 2014-2021 (USD Million)

**Table 75:** Europe: Market Size for Other Applications, By Country, 2014-2021 (USD Thousand)

**Table 76:** Market Size, By Region, 2014-2021 (USD Million)

**Table 77:** North America: Market Size, By Country, 2014-2021 (USD Million)

**Table 78:** North America: Market Size, By Application, 2014-2021 (USD Million)

**Table 79:** North America: Market Size for Preventive Applications, By Disorder, 2014-2021 (USD Million)

**Table 80:** North America: Market Size for Treatment/Care-Based Applications, 2014-2021 (USD Million)

**Table 81:** North America: Market Size, By Sales Channel, 2014-2021 (USD Million)

**Table 82:** North America: Market Size for B2C Sales Channel, By Buyer, 2014-2021 (USD Million)

**Table 83:** North America: Market Size for B2B Sales Channel, By Buyer, 2014-2021 (USD Million)

**Table 84:** U.S.: Market Size, By Application, 2014-2021 (USD Million)

**Table 85:** U.S.: Market Size for Preventive Applications, By Disorder, 2014-2021 (USD Million)

**Table 86:** U.S.: Market Size for Treatment/Care-Based Applications, 2014-2021 (USD Million)

**Table 87:** U.S.: Market Size, By Sales Channel, 2014-2021 (USD Million)

**Table 88:** U.S.: Market Size for B2C Sales Channel, By Buyer, 2014-2021 (USD Million)

**Table 89:** U.S.: Market Size for B2B Sales Channel, By Buyer, 2014-2021 (USD Million)

**Table 90:** Canada: Market Size, By Application, 2014-2021 (USD Million)

**Table 91:** Canada: Market Size for Preventive Applications, By Disorder, 2014-2021 (USD Million)

**Table 92:** Canada: Market Size for Treatment/Care-Based Applications, 2014-2021 (USD Million)

**Table 93:** Canada: Market Size, By Sales Channel, 2014-2021 (USD Million)

**Table 94:** Canada: Market Size for B2C Sales Channel, By Buyer, 2014-2021 (USD Million)

**Table 95:** Canada: Market Size for B2B Sales Channel, By Buyer, 2014-2021 (USD Million)

**Table 96:** Europe: Market Size, By Country, 2014-2021 (USD Million)

**Table 97:** Europe: Market Size, By Application, 2014-2021 (USD Million)

**Table 98:** Europe: Market Size for Preventive Applications, By Disorder, 2014-2021 (USD Million)

**Table 99:** Europe: Market Size for Treatment/Care-Based Applications, 2014-2021 (USD Million)

**Table 100:** Europe: Market Size, By Sales Channel, 2014-2021 (USD Million)

**Table 101:** Europe: Market Size for B2C Sales Channel, By Buyer, 2014-2021 (USD Million)

**Table 102:** Europe: Market Size for B2B Sales Channel, By Buyer, 2014-2021 (USD Million)

**Table 103:** Germany: Market Size, By Application, 2014-2021 (USD Million)

**Table 104:** Germany: Market Size for Preventive Applications, By Disorder, 2014-2021 (USD Million)

**Table 105:** Market Size for Treatment/Care-Based Applications, 2014-2021 (USD Million)

**Table 106:** Germany: Market Size, By Sales Channel, 2014-2021 (USD Million)
Table 107 Germany: Market Size for B2C Sales Channel, By Buyer, 2014-2021 (USD Million)
Table 108 Germany: Market Size for B2B Sales Channel, By Buyer, 2014-2021 (USD Million)
Table 109 U.K.: Market Size, By Application, 2014-2021 (USD Million)
Table 110 U.K.: Market Size for Preventive Applications, By Disorder, 2014-2021 (USD Million)
Table 111 U.K.: Market Size for Treatment/Care-Based Applications, 2014-2021 (USD Thousand)
Table 112 U.K.: Market Size, By Sales Channel, 2014-2021 (USD Million)
Table 113 U.K.: Market Size for B2C Sales Channel, By Buyer, 2014-2021 (USD Million)
Table 115 France: Digital Therapeutics Market Size, By Application, 2014-2021 (USD Million)
Table 116 France: Digital Therapeutics Market Size for Preventive Applications, By Disorder, 2014-2021 (USD Million)
Table 117 France: Digital Therapeutics Market Size for Treatment/Care-Based Applications, 2014-2021 (USD Thousand)
Table 118 France: Digital Therapeutics Market Size, By Sales Channel, 2014-2021 (USD Million)
Table 119 France: Digital Therapeutics Market Size for B2C Sales Channel, By Buyer, 2014-2021 (USD Million)
Table 120 France: Digital Therapeutics Market Size for B2B Sales Channel, By Buyer, 2014-2021 (USD Thousand)
Table 121 Spain: Digital Therapeutics Market Size, By Application, 2014-2021 (USD Million)
Table 122 Spain: Digital Therapeutics Market Size for Preventive Applications, By Disorder, 2014-2021 (USD Thousand)
Table 123 Spain: Digital Therapeutics Market Size for Treatment/Care-Based Applications, 2014-2021 (USD Thousand)
Table 124 Spain: Digital Therapeutics Market Size, By Sales Channel, 2014-2021 (USD Million)
Table 125 Spain: Digital Therapeutics Market Size for B2C Sales Channel, By Buyer, 2014-2021 (USD Thousand)
Table 126 Spain: Digital Therapeutics Market Size for B2B Sales Channel, By Buyer, 2014-2021 (USD Thousand)
Table 127 RoE: Digital Therapeutics Market Size, By Application, 2014-2021 (USD Million)
Table 128 RoE: Digital Therapeutics Market Size for Preventive Applications, By Disorder, 2014-2021 (USD Million)
Table 129 RoE: Digital Therapeutics Market Size for Treatment/Care-Based Applications, 2014-2021 (USD Thousand)
Table 130 RoE: Digital Therapeutics Market Size, By Sales Channel, 2014-2021 (USD Million)
Table 131 RoE: Digital Therapeutics Market Size for B2C Sales Channel, By Buyer, 2014-2021 (USD Thousand)
Table 132 RoE: Digital Therapeutics Market Size for B2B Sales Channel, By Buyer, 2014-2021 (USD Thousand)
Table 133 APAC: Digital Therapeutics Market Size, By Application, 2014-2021 (USD Million)
Table 134 APAC: Digital Therapeutics Market Size for Preventive Applications, By Disorder, 2014-2021 (USD Million)
Table 135 APAC: Digital Therapeutics Market Size for Treatment/Care-Based Applications, 2014-2021 (USD Thousand)
Table 136 APAC: Digital Therapeutics Market Size, By Sales Channel, 2014-2021 (USD Million)
Table 137 APAC: Digital Therapeutics Market Size for B2C Sales Channel, By Buyer, 2014-2021 (USD Million)
Table 138 APAC: Digital Therapeutics Market Size for B2B Sales Channel, By Buyer, 2014-2021 (USD Thousand)
Table 139 RoW: Digital Therapeutics Market Size, By Application, 2014-2021 (USD Million)
Table 140 RoW: Digital Therapeutics Market Size for Preventive Applications, By Disorder, 2014-2021 (USD Million)
Table 141 RoW: Digital Therapeutics Market Size for Treatment/Care-Based Applications, 2014-2021 (USD Thousand)
Table 142 RoW: Digital Therapeutics Market Size, By Sales Channel, 2014-2021 (USD Million)
Table 143 RoW: Digital Therapeutics Market Size for B2C Sales Channel, By Buyer, 2014-2021 (USD Million)
Table 144 RoW: Digital Therapeutics Market Size for B2B Sales Channel, By Buyer, 2014-2021 (USD Thousand)
Table 145 Partnerships, Collaborations, and Agreements, 2016
Table 146 Investments, 2015-2016
Table 147 New Product Launches, 2014-2016
Table 148 Other Strategies, 2013-2016

List of Figures (36 Figures)

Figure 1 Research Design
Figure 2 Market Size Estimation: Bottom-Up Approach
Figure 3 Market Size Estimation: Top-Down Approach
Figure 4 Breakdown of Primary Interviews: By Company Type, Designation, and Region
Figure 5 Data Triangulation Methodology
Figure 6 Digital Therapeutics for Preventive Applications to Register High Growth During the Forecast Period
Figure 7 Digital Therapeutics Market for Preventive Applications, 2016 vs 2021
Figure 8 Digital Therapeutics Market for Treatment/Care Applications, 2016 vs 2021
Figure 9 Digital Therapeutics Market, By Sales Channel: B2B Sales Channel Expected to Dominate the Market in 2016
Figure 10 Caregivers Segment to Register Significant Growth During the Forecast Period
Figure 11 Payers to Dominate the Digital Therapeutics Market During the Forecast Period
Figure 12 Digital Therapeutics Market, By Region: North America is Expected to Register the Highest Growth in the Forecast Period
Figure 13 Venture Capital Investments and Supporting Government Initiatives: Major Factors Driving Market Growth
Figure 14 Solutions for Treatment/Care Segment to Dominate the Digital Therapeutics Market in 2016
Figure 15 Obesity Segment to Register Highest Growth in the Forecast Period
Figure 16 Diabetes to Dominate the Market By 2021
Figure 17 B2B Segment to Form the Largest Sales Channel in 2016
Figure 18 Caregivers to Be the Largest Segment of the Market in 2016
Figure 19 Payers to Command the Largest Market Share in 2016
Figure 20 U.S. to Witness Highest Market Growth During the Forecast Period
Figure 21 Digital Therapeutics Market: Drivers, Restraints, Opportunities, and Challenges
Figure 22 Porter's Five Forces Analysis
Figure 23 Digital Therapeutics Market Segmentation, By Sales Channel
Figure 24 B2B Segment to Dominate the Digital Therapeutics Market, By Sales Channel, in 2016
Figure 25 Caregivers to Dominate the Digital Therapeutics Market, By B2C Sales Channel, in 2016
Figure 26 Payers to Dominate the Digital Therapeutics Market, By B2B Sales Channel, in 2016
Figure 27 Digital Therapeutics Market, By Type of Application
Figure 28 Treatment/Care-Related Applications to Dominate the Digital Therapeutics Market in 2016
Figure 29 Obesity to Dominate the Digital Therapeutics Application Market in 2016
Figure 30 Diabetes to Dominate the Digital Therapeutics Application Market in 2016
Figure 31 North America to Dominate the Digital Therapeutics Market in 2016
Figure 32 North America: Digital Therapeutics Market Overview
Figure 33 Key Players Adopted Organic as Well as Inorganic Growth Strategies Between 2013 and 2016
Figure 34 Market Evolution Framework
Figure 35 Battle for Market Share: Partnerships, Collaborations, and Agreements-The Key Growth Strategy Adopted By Market Players
Figure 36 Product Portfolio Mix for the Top 5 Players

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