

## APPLE HEALTH+



In May 2020, Apple's CEO, Tim Cook, called an internal meeting with several top executives in the company to put together a plan for the launch of a new service: Apple Health+. According to Cook, the healthcare market, with over \$7 trillion in health spending per year, was already almost 10% of global GDP, and made the smartphone market look small.

Healthcare had been an obsession for the company since the late Steve Jobs fell sick in 2011, and the company had been carefully [preparing](#) for venturing in such a complex area with related acquisitions, multiple hires and consumer electronic products. The launch of the Apple Watch [in 2015](#) had been extremely important for that goal: the device had been clearly positioned with healthcare in mind, and in 2018, was [approved](#) by the US Food and Drug Administration (FDA) as a Class 2 medical device to detect falls and irregular heart rhythm. A number of users started to [use the Apple Watch](#) to [monitor their health](#), particularly those [worried](#) about their heart (being cardiovascular accidents the first cause of death in every developed country). Besides cardiac parameters, the company was working on measuring [blood sugar](#), body temperature and [oxygen saturation](#), and even considering [introducing health sensors in the AirPods](#).

But besides the [huge success of the Apple Watch](#) and its [orientation towards healthcare](#), the company had been [hiring doctors](#), assembling a complex [health lab](#), [signing partnerships](#) with healthcare organizations and filing patents in the healthcare area. In 2016, the company [acquired Glimpse](#), a secure platform where consumers could store, manage and share their own medical records and info, and in 2017, [Beddit](#), a device to monitor sleep and health patterns during the night. It also ran ambitious studies with [companies such as Johnson & Johnson](#) or [institutions like Stanford](#), and launched [Apple ResearchKit and CareKit](#) to empower medical researchers, doctors and patients with data. Besides that, a plethora of health related apps in the App Store stored their data on the Apple Health app on the iPhone.

Finally, the company considered itself ready to launch an ambitious product, Apple Health+, designed to allow users to carefully monitor their health, keep track of all the obtained parameters safely on the cloud, being able to share that with their doctors or medical services, and even programming algorithmic alerts in case any parameters went out of range.

In order to launch Apple Health+, the company is trying to assess the benefits of different strategies in terms of viability, future potential and innovation.