

# Wellness & Preventive Health

Industry Trends • Drivers of Change • Headwinds  
Ecosystem Insights • Partnerships • Global Investment Trends



## KEY INSIGHTS

- With 1385 active, private ventures offering solutions in Wellness & Preventive Health, Digital Health has created an unprecedented opportunity to significantly improve awareness, access and affordability to solutions, which now have proof points to change behaviours and reward new habits / improvements
- Reducing escalating healthcare costs should be highly attractive to insurers, yet insurance companies have participated in only 10% of the partnerships with Digital Health ventures in Wellness & Preventive Health
- There are significant headwinds to be overcome, such as high drop-out rates, non-transparent reimbursement schemes, low payor confidence in long-term business cases and reluctant healthcare professional engagement
- The highest volume of ventures (26%) in Wellness & Preventive Health is in the United States, where venture funding for this focus area more than doubled from 2020 to reach \$5.1B in 2021.
- Galen Growth defines Wellness & Preventive Health in this report based on concise therapeutic areas and digital health categories. The focus of the ventures in this report is to ultimately drive the transition from Sick Care to Well Care



**1** Unmatched global coverage

**2** Cutting edge HealthTech innovation solutions

**3** Proven team track record

# WELLNESS & PREVENTIVE HEALTH IN DIGITAL HEALTH:

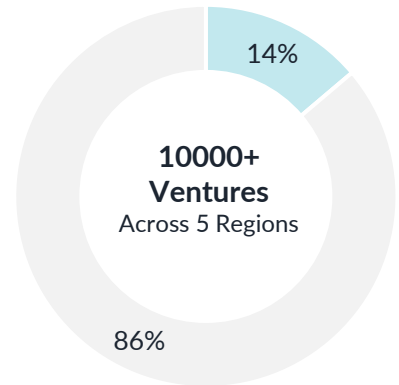
cumulative 2017 - Q1 2022

**1385**  
VENTURES

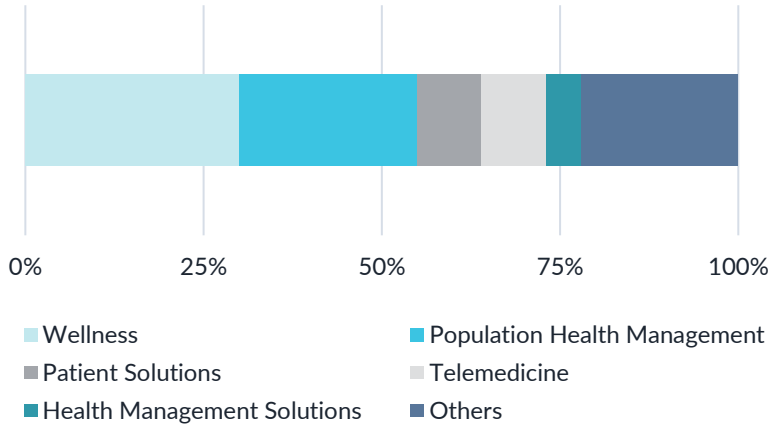
**3139**  
PARTNERSHIPS

**\$20.33B**  
INVESTED

Global Proportion of Ventures



Distribution of Venture Partnerships by HealthTech Cluster



- Wellness & Preventive Health Ventures
- Other Digital Health Ventures

## REPORT CONTENTS:

- INDUSTRY TRENDS
- ECOSYSTEM INSIGHTS
- INVESTMENT TRENDS
- HEADWINDS
- REGIONAL ECOSYSTEMS
- NOTEWORTHY PARTNERSHIPS, DEALS & EXITS

GET ACCESS NOW: [galengrowth.com/research](https://galengrowth.com/research)



Galen Growth Asia Pte Ltd  
Singapore

Galen Growth LLC  
United States

Galen Growth GmbH  
Switzerland