Greater Baltimore is one of few regions ideally-suited to pioneer the future of digital health, an industry that will revolutionize healthcare as we know it. Companies in Greater Baltimore benefit from a rich ecosystem of healthcare assets that collectively provide every component necessary for digital health innovation: transformative research, specialized business incubation, access to funding, a talented workforce, and easily-accessible local and federal clients. The growing list of successes among Greater Baltimore's digital health companies in 2020 showcases tremendous potential for this industry to play a defining role in the Region for decades to come.

Digital Health in Greater Baltimore: Fully Equipped & Ready to Lead

Greater Baltimore is home to eight of the nine top-ranked hospitals in Maryland, the headquarters of Medicare and Medicaid, and three Veterans Affairs hospitals. Collectively, these institutions employ a tremendous workforce of healthcare support workers - the #1 density among the top 25 largest MSAs (BLS, 2019) - and other data management specialists. As the digital revolution transforms healthcare, Greater Baltimore stands ready to quickly propose, test, and implement digital health solutions.

Groundbreaking Partnerships

Supporting this unique set of assets are strong partnerships, such as Lifebridge Health and Carefirst Blue Cross Blue Shield's collaboration to establish a health tech incubator in Baltimore City. This highly-specialized, rent-free incubator for digital health start-ups compliments Greater Baltimore's existing life science-focused incubators and BioParks, including Lifebridge's BioIncubator, University of Maryland BioPark, Johns Hopkins Science & Technology Park, and bwtech@UMBC.

Recent Digital Health Successes in Greater Baltimore

- **emocha**: Personalized digital health platform, received $16M investment in March 2020. Baltimore City.
- **bwell**: Medication adherence app, recently won multiple contracts for COVID protocol management. Baltimore City.
- **Tissue Analytics**: Wound care and predictive analytics JHU spinout, acquired in May 2020. Will maintain HQ in Baltimore City.
- **Burnalong**: Digital corporate wellness program, received $4M investment in May 2020. Baltimore County.