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Going, Going, Gray: Latin America's Aging Population Fuels Connected Home Health

Latin America is the fastest-aging region in the world, set to add 121 million people to the over-60 cohort by the year 2055. This tripling of the region's senior population by mid-century combined with an unprecedented growth in chronic disease rates are expected to expand the home healthcare market by 35-50% through 2025. Argentina's population suffering from multiple diseases is creating a shift in the home-care market towards a more precision-based personal care model. Local telehealth player AccuHealth is demonstrating the power of public-private partnerships, remote patient monitoring (RPM) and predictive data to improve outcomes and reduce the cost of conditions such as respiratory or cardiovascular diseases by reducing trips to the emergency room. Meanwhile, diabetes treatments within the home setting can help reduce the burden on the hospital infrastructure as well as improve the treatment outcome. The penetration of

homecare solutions is currently highest in Brazil, Chile, Argentina and Colombia, and is expected to increase considerably in Mexico in years to come. The Latin American home healthcare market is expected to reach US\$ 125 billion by 2025, concentrated heavily in Brazil and Mexico and aided by the growing connected wearables market.

• **Brazil's elderly increasingly unhealthy:** With a population of 200 million and high urbanization rate, Brazil alone accounts for 35% of the regional home-health market. The economic burden of non-communicable diseases such as diabetes and hypertension is on the rise. The cost of elderly alone is expected to reach US\$ 8.7 billion in 2025, up from US\$ 5.8 billion in 2015. The Family Health Strategy (FHS) program launched in 1994 provides for lower income communities by delivering home health care services to the elderly. This allows patients to remain