

Project title: Digital Health & AI Landscape: Scouting Innovative Solutions in the US

Commissioned by: GEA Lab

Participants: Students from EIT Digital partner universities

Project brief

GEA Lab is commissioning EIT Digital students to conduct an innovation scouting exercise of the most relevant digital and AI-powered solutions in the healthcare sector in the United States. The project aims to provide a structured overview of key technologies, startups, and solutions that are transforming healthcare, from patient care to hospital operations, with the ultimate goal of identifying trends that could inspire or be replicated in the European context.

Project goals

1. Research and Identification

- Conduct desk research to identify AI and digital solutions in healthcare developed in the US.
- Focus on areas such as:
 - Clinical decision support & diagnostics
 - Patient monitoring & wearables
 - Digital therapeutics
 - Hospital management & operational AI
 - Personalized medicine & genomics
 - Telemedicine & virtual care platforms

2. Categorization

- Cluster identified solutions by application area (clinical, operational, patient engagement, etc.).
- Highlight emerging startups vs. established players.

- Identify differentiating factors (e.g., technology maturity, adoption level, regulatory readiness).

3. Digital Health Landscape Map

- Build a visual landscape map showing clusters of solutions.
- Include indicators such as maturity level, impact potential, and scalability.

4. Analysis and Insights

- Provide analysis of the most promising solutions and trends.
- Discuss potential barriers for adoption in Europe (e.g., regulation, cultural differences).
- Suggest opportunities for GEA Lab to leverage these insights with European clients in healthcare.

Deliverables

1. Digital Health & AI Landscape Map

- Visual map clustering healthcare solutions in the US by area of application and maturity.

2. Comprehensive Report including:

- Research methodology
- Categorization framework
- Case highlights of the most innovative startups/solutions
- Analysis of opportunities and challenges for European adoption
- Recommendations on how GEA Lab can position itself in this field