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# MassVision2050

Health Tech

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M A S S A C H U S E T T S

**HIGHTECHNOLOGYCOUNCIL**

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# Definition of Health Tech

Health technology, or digital health, can be broadly defined as the application of digital technology to improve health or care delivery.

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## Approach to quantifying market share and economic competitiveness:

- Analyze the estimated market sizes of the different categories and value pools that comprise the industry
- Aggregate job postings and professional profiles that use keywords related to Health Tech, including:
  - Health Tech, clinical workflow software, digital wearable devices, diagnosis testing technology, diagnostic services technology, digital therapeutics, fem tech, women's health technology, electronic health records
- Analyze locations of companies with significant Health Tech job postings and revenue
- Investigate patents held on Health Tech topics and where the owners of those patents are located
- Review VC investment in Health Tech across MA and the rest of the US
- Identify notable startups and exits in the space

# Executive Summary: Health Tech

Preliminary

## Macro Trends

- The Health Tech market is estimated to be worth ~\$603 globally and is expected to grow at ~15% CAGR through 2029, with the fastest growth projected in digital diagnostics and wellness/disease prevention (i.e., patient identification, activity trackers), and North America (primarily the US) continuing as the market leader followed by Europe and APAC
- MA ranks 6<sup>th</sup> among states for new Health Tech-related jobs in the US in 2025, making up ~4% of the US total (down from 6% in 2023) and growing slower than peer states

## Talent Supply and Demand

- Though Health Tech related postings increased at a faster rate in the US overall (47% in MA, 79% in US from H1 2021 to H1 2025), share of Health Tech postings is higher in MA (0.25%) than in the US (0.17%) as of H1 2025
- Top in-demand Health Tech-related roles are healthcare technician roles (medical, mental health, and behavior health technicians and technologists), specialist roles (mental health, clinical product, and nurse practitioners) and tech roles (field service engineers, and embedded software engineers)
- Since 2021, demand for Health Tech-related talent has grown as the number of job postings increasing by ~50%; roles are becoming easier for top employers to fill with a subsequent decrease in median posting duration
- Demand for select health-related skills (RNs, medical records, and clinical experience) have been increasing fastest since 2021, as has demand for strategic management skills (continuous improvement process, auditing, and customer relationship management)

## Startup and Investment Landscape

- Health Tech and Digital Health rank 2<sup>nd</sup> and 11<sup>th</sup>, respectively, for venture capital investment in MA over the past 5 years with ~\$29B invested
- California leads states in Health Tech and related VC investment by a significant margin, but MA attracts the 2<sup>nd</sup> most Health Tech-related VC investment capital nationally

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# Objectives for today

- **Macro trends and dynamics**
- Startup and investment landscape

# The Health Tech (i.e., digital health) market can be classified into 5 categories and 9 distinct value pools

Value pools are collectively worth ~\$603bn globally and growing at ~15% CAGR

■ High (approx. top 33%)

■ Medium/Neutral (approx. middle 33%)

■ Low (approx. bottom 33%)

Category	Value Pool	Example Technologies	Global Market Size (Estimated)		
			Mkt Size 2024 (\$B)	Mkt Size 2029 (\$B)	CAGR (2024-2029)
Research & Development	Enhance drug R&D processes	Precision medicine	145	247	11%
Wellness/Disease Prevention	Improve wellness & prevent disease	Wearables, activity trackers	91	206	17%
Screening & Diagnosis	Intercept diseases through screening	Genomics, other omics	43	67	9%
	Identify the right patient	Digital diagnostics	1	3	18%
Care Delivery	Provide more effective therapies	CDS <sup>1</sup> , disease management, adherence	15	30	12%
	Provide remote patient support	Telemedicine, remote monitoring	130	325	16%
	Supply therapies to patients	Digital pharmacies	97	215	16%
Finance & Operations	Optimize the financial model	VBC <sup>2</sup> , pop. health management.	38	83	16%
	Increase operational efficiency	Back-office automation	42	68	6%
Overall			603	1,244	15%

## Takeaways:

- Global market size of the industry is expected to surpass \$1 trillion this decade
- Improving drug R&D processes currently represents the largest segment of the market, but remote care delivery (i.e., telemedicine) is projected to grow the fastest and be the largest individual segment by 2026
- Digital pharmacies and wellness/disease prevention technologies are also expected to experience strong growth moving forward

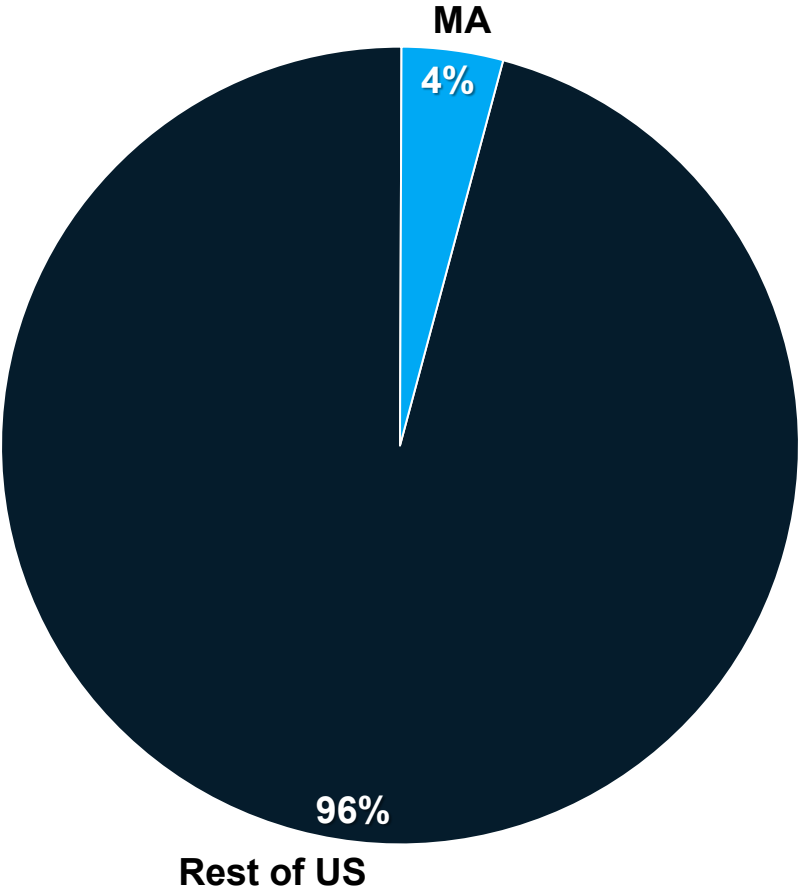
<sup>1</sup> Clinical-decision support; <sup>2</sup> Value-based care

# MA has been responsible for 4% of Health Tech-related jobs posted in 2025 (ranked 7<sup>th</sup> in the US)

State postings down from 6% share in 2023 and growing slower than peer states

Preliminary

Share of Health Tech job postings, %, Jan-Jun 2025



Rank	State	HealthTech postings, Jan-Jun 2025	% of HealthTech postings nationally, 2025
1	California	3,353	11.2%
2	Michigan	1,866	6.2%
3	Texas	1,440	4.8%
4	Illinois	1,262	4.2%
5	New York	1,254	4.2%
<b>6</b>	<b>Massachusetts</b>	<b>1,233</b>	<b>4.1%</b>
7	Pennsylvania	1,030	3.4%
8	Florida	1,017	3.4%
9	North Carolina	923	3.1%
10	Arizona	912	3.0%

# MA is ranked 2<sup>nd</sup> for Health Tech patents granted in past 5 years

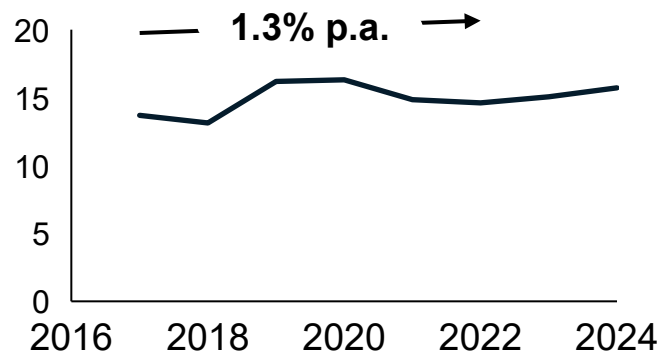
US utility patent grants on Health Tech-related<sup>1</sup> patents (2017 – 2024<sup>1</sup>)

## Top patent holders in MA

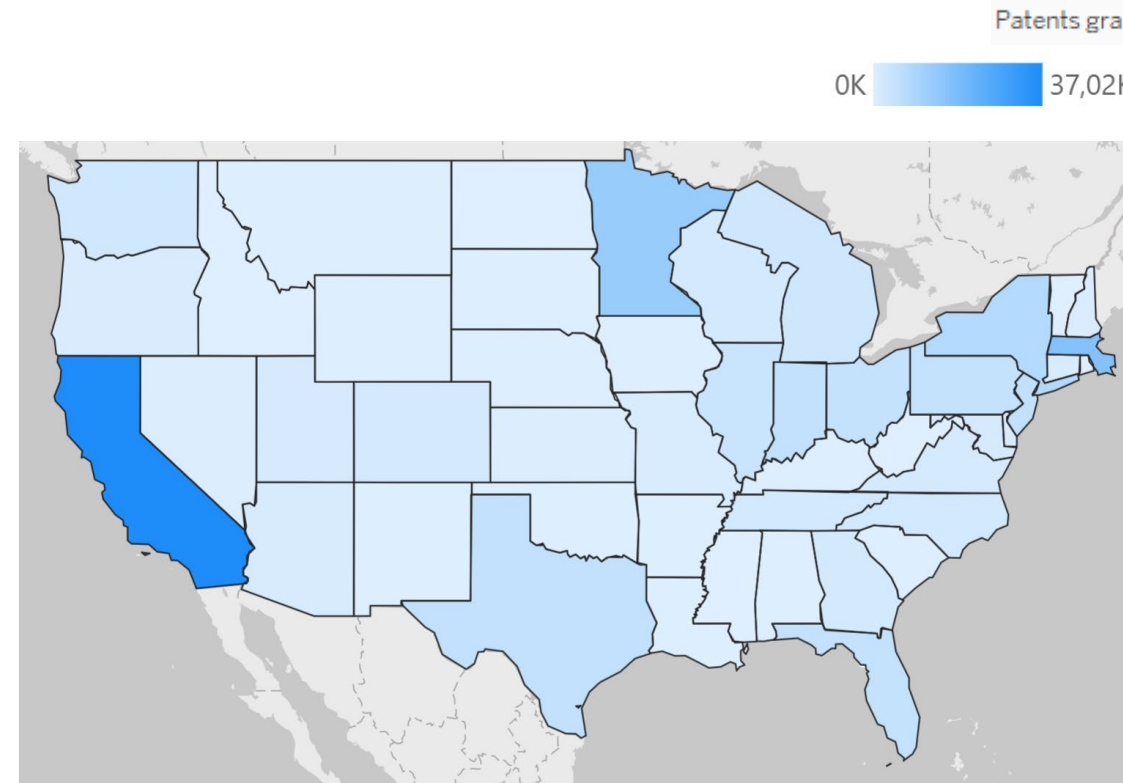
COVIDIEN LP	5759
DePuy Synthes Products, Inc.	2013
ZOLL Medical Corporation	646
Gyrus ACMI, Inc.	475
The General Hospital Corporation	453
Fresenius Medical Care Holdings, Inc.	432
Hologic, Inc.	338
Massachusetts Institute of Technology	334
Abiomed, Inc.	124
NxStage Medical, Inc.	118

## Patents issued in US (thousands)

5 yr. CAGR



## Patent grants by state



## MA Health Tech IP

**2<sup>nd</sup>**

in patents granted  
(after CA)

**1.3%**

CAGR (2017-2022)

**5 companies**

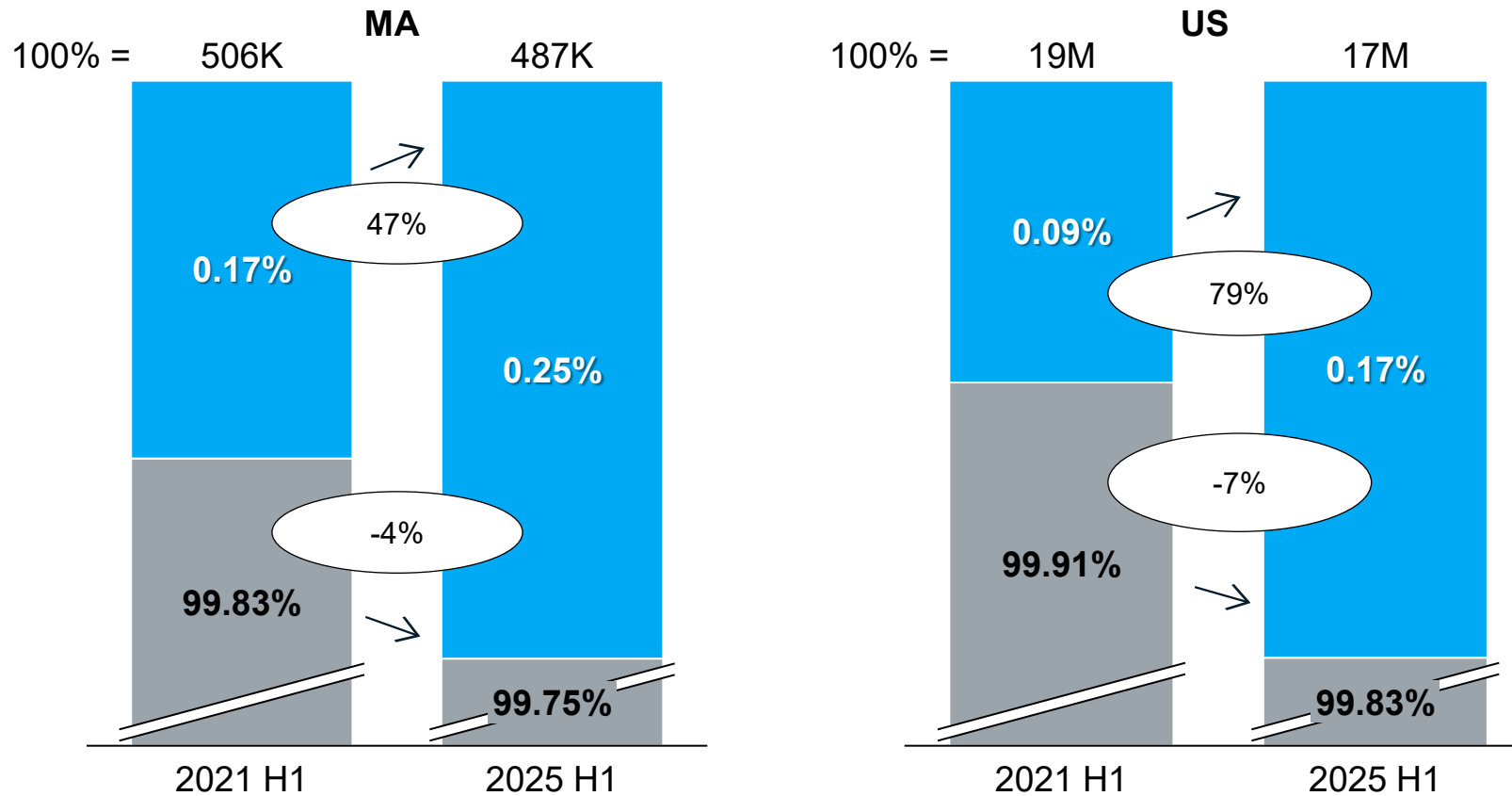
among the **top 50**  
US patent holders

# ~0.25% of job postings in MA are for Health Tech jobs; HealthTech-related postings increased significantly in MA and the US while total job postings declined

Preliminary

Share of total postings<sup>1</sup>, %  
Postings with Health Tech keywords<sup>2</sup>

HealthTech Rest of postings  
% growth



- Currently, Health Tech job postings make up just ~0.25% of postings in MA and ~0.17% of postings in the US
- Share of Health Tech postings has increased in MA and the US as overall postings have decreased: HealthTech related postings have increased 47% in MA and 79% in the US while overall jobs have dropped 4% and 7% respectively

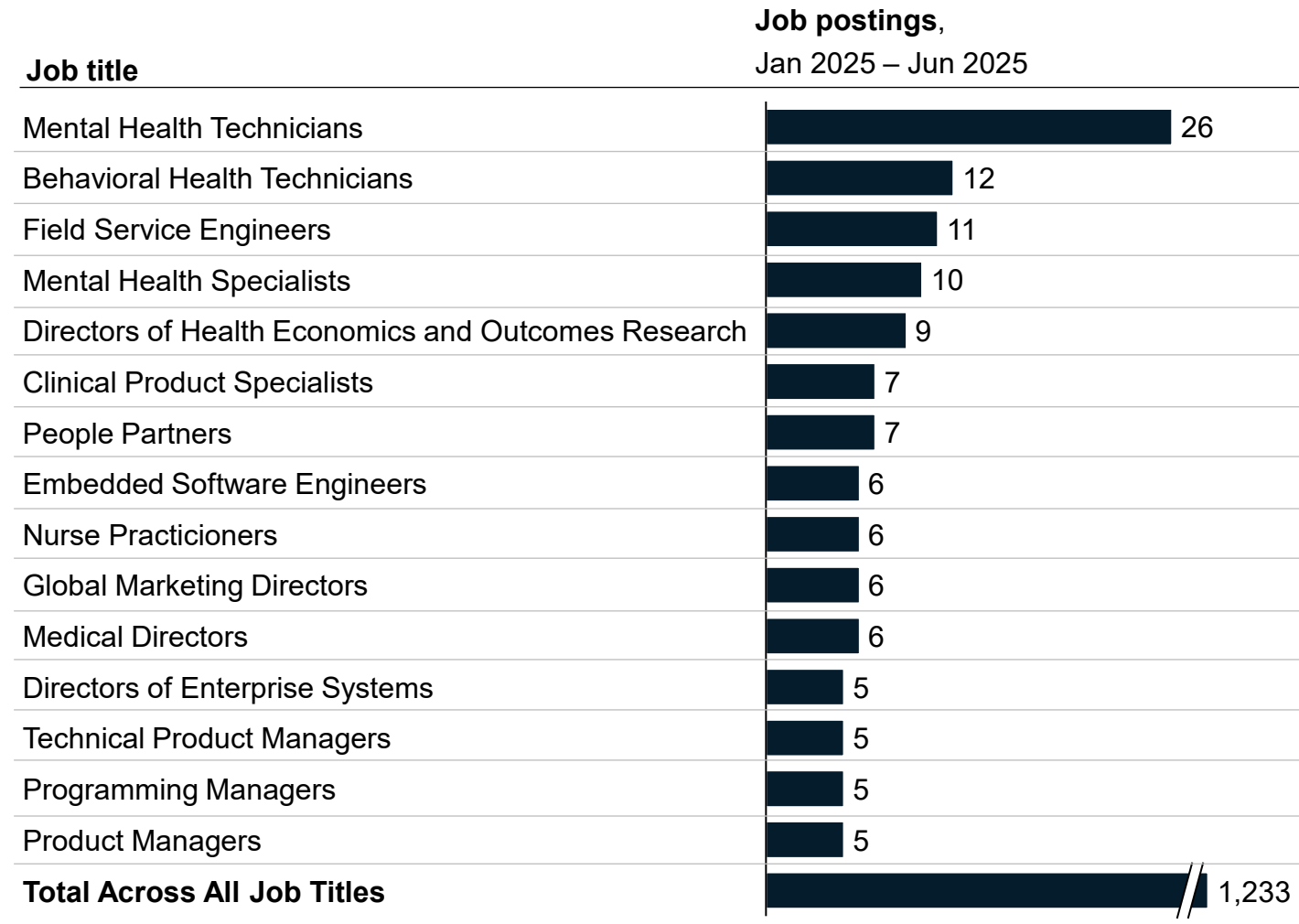
1. De-duplicated job postings, or online vacancies, scraped from over 45,000 websites, including company career sites, national and local job boards, and job posting aggregators

2. Health Tech, clinical workflow software, digital wearable devices, diagnosis testing technology, diagnostic services technology, digital therapeutics, fem tech, women's health technology, electronic health records

# Mental Health Technicians, Behavioral Health Technicians, and Field Service Engineers are the most in-demand Health Tech roles in MA

Top 15 roles by number of postings that include Health Tech keywords

Preliminary



**Takeaways:**

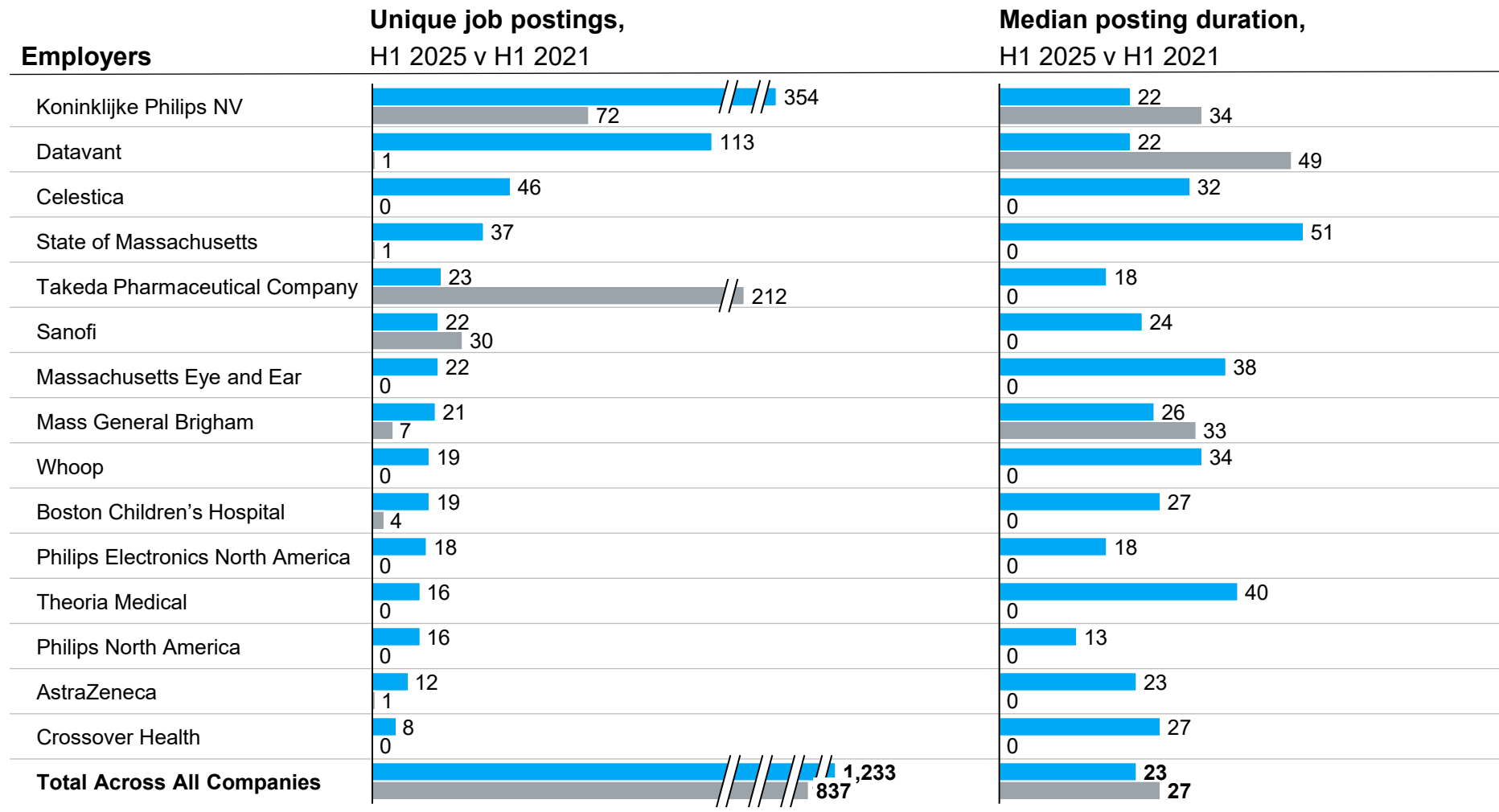
- Many of the top in-demand Health Tech-related roles are healthcare technician roles (mental health and behavioral health technicians), engineering roles, and health specialist roles
- Health Tech-related roles vary, with the top in-demand role accounting less than 1% of total postings

# The number of postings for Health Tech-related jobs has grown since 2021, with ~30% of current postings coming from Koninklijke Philips NV

Top 15 employers by number of postings that include Health Tech keywords

■ H1 2025 ■ H1 2021

**Preliminary**



## Takeaways:

- The number of job postings for Health Tech roles has increased by ~50%, with many new companies looking for related talent in the years since 2021
- Many of the top companies posting are in healthcare, pharmaceuticals, insurance, hospitals and R&D
- Though many companies have since entered the Health Tech field, roles are becoming easier for employers to fill: median posting duration is 23 days (compared to 27 in 2021)

# Based on online profile data, 2.8K MA-based workers are in Health Tech-related roles, ranking 5<sup>th</sup> compared to other leading states

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## Top 15 states ranked by number of Health Tech-related profiles<sup>1</sup>

Profiles that include Health Tech keywords

State	Online profiles, K, 2025	% of region's profiles	% of Health Tech profiles nationally
California	11.4	0.06%	18.9%
New York	6.3	0.06%	10.4%
Texas	4.8	0.04%	8.0%
Florida	3.6	0.04%	5.9%
<b>Massachusetts</b>	<b>2.8</b>	<b>0.07%</b>	<b>4.7%</b>
Illinois	2.2	0.04%	3.6%
Washington	2.1	0.06%	3.6%
Pennsylvania	2.1	0.04%	3.5%
North Carolina	1.7	0.04%	2.9%
Colorado	1.7	0.05%	2.8%
Georgia	1.6	0.03%	2.7%
Arizona	1.5	0.05%	2.5%
Ohio	1.4	0.03%	2.4%
Virginia	1.2	0.03%	2.0%
District of Columbia	1.1	0.09%	1.8%
US Total	60.3	0.04%	

### Takeaways:

- Massachusetts and the District of Columbia have the largest concentration of Health Tech profiles (0.07% and 0.09%, respectively), slightly above the national average (0.04%)
- MA accounts for 2.7% of profiles nationally, but 4.7% of total Health Tech profiles

1. Data scraped from individual profiles of over 144M workers in the US, sources are proprietary to Lightcast

# MA is among the top states for Health Tech postings, but other states have outpaced MA in Health Tech posting growth

Preliminary

**Top 15 states ranked by number of Health Tech-related postings**  
 Postings that include Health Tech keywords

State	Postings, K, 2025 H1	% of region's postings	Growth, 2021H1 – 2025H1
California	3.4	0.2%	20%
Michigan	1.9	0.4%	231%
Texas	1.4	0.1%	-5%
Illinois	1.3	0.2%	175%
New York	1.3	0.1%	20%
<b>Massachusetts</b>	<b>1.2</b>	<b>0.3%</b>	<b>47%</b>
Pennsylvania	1.0	0.2%	29%
Florida	1.0	0.1%	10%
North Carolina	0.9	0.2%	117%
Arizona	0.9	0.2%	54%
Minnesota	0.9	0.3%	210%
Georgia	0.9	0.2%	46%
Ohio	0.8	0.1%	105%
New Jersey	0.8	0.2%	47%
Washington	0.8	0.2%	99%
<b>US total</b>	<b>30.0</b>	<b>0.2%</b>	<b>79%</b>

## Takeaways:

- MA had the 6<sup>th</sup> highest number of Health Tech postings in the second half of 2023, but ranks 10<sup>th</sup> among the top 15 states in growth in Health Tech postings since 2021 H1
- Health Tech postings make up a small share of overall postings across all states in the top 15

# MA is producing enough graduates to fill open roles in 8 of the top 15 in-demand occupations in the Health Tech sector

Preliminary

## Top in-demand occupations within the Health Tech sector in MA

■ <50% Completions relative to Openings
 ■ 51-75% Completions relative to Openings
 ■ >75% Completions relative to Openings

Occupations	Job postings, 2025	Completions <sup>1</sup> , 2023	Typical entry level education
Marketing Managers	84	1,013	Bachelor's degree
Psychiatric Technicians	58	63	Postsecondary nondegree award
Medical and Health Services Managers	57	2,784	Bachelor's degree
Software Developers	52	4,576	Bachelor's degree
General and Operations Managers	42	9,003	Bachelor's degree
Sales Managers	42	776	Bachelor's degree
Data Scientists	36	716	Bachelor's degree
Computer Occupations, All Other	33	2,020	Doctoral or professional degree
Managers, All Other	31	13,368	Bachelor's degree
Registered Nurses	26	5,180	Bachelor's degree
Sales Representatives of Services <sup>2</sup>	26		High school diploma or equivalent
Sales Representatives, Wholesale and Manufacturing <sup>3</sup>	26		High school diploma or equivalent
Industrial Engineers	20	201	Bachelor's degree
Financial and Investment Analysts	19	723	Bachelor's degree
Computer Systems Analysts	19	1,066	Bachelor's degree

**Takeaways:**

- In-demand occupations are in tech, sales and marketing and healthcare
- The state is not graduating enough talent in 7 of the top in-demand occupations within Health Tech
- All but 3 of the top in-demand occupations in the Health Tech sector require a Bachelor's degree or higher

1. To adjust for duplication, the number of completions within each degree program (CIP) was distributed to each corresponding occupation (SOC) typically requiring a four-year degree or higher by way of a weighted average based on current employment within occupations

2. Except Advertising, Insurance, Financial Services, and Travel

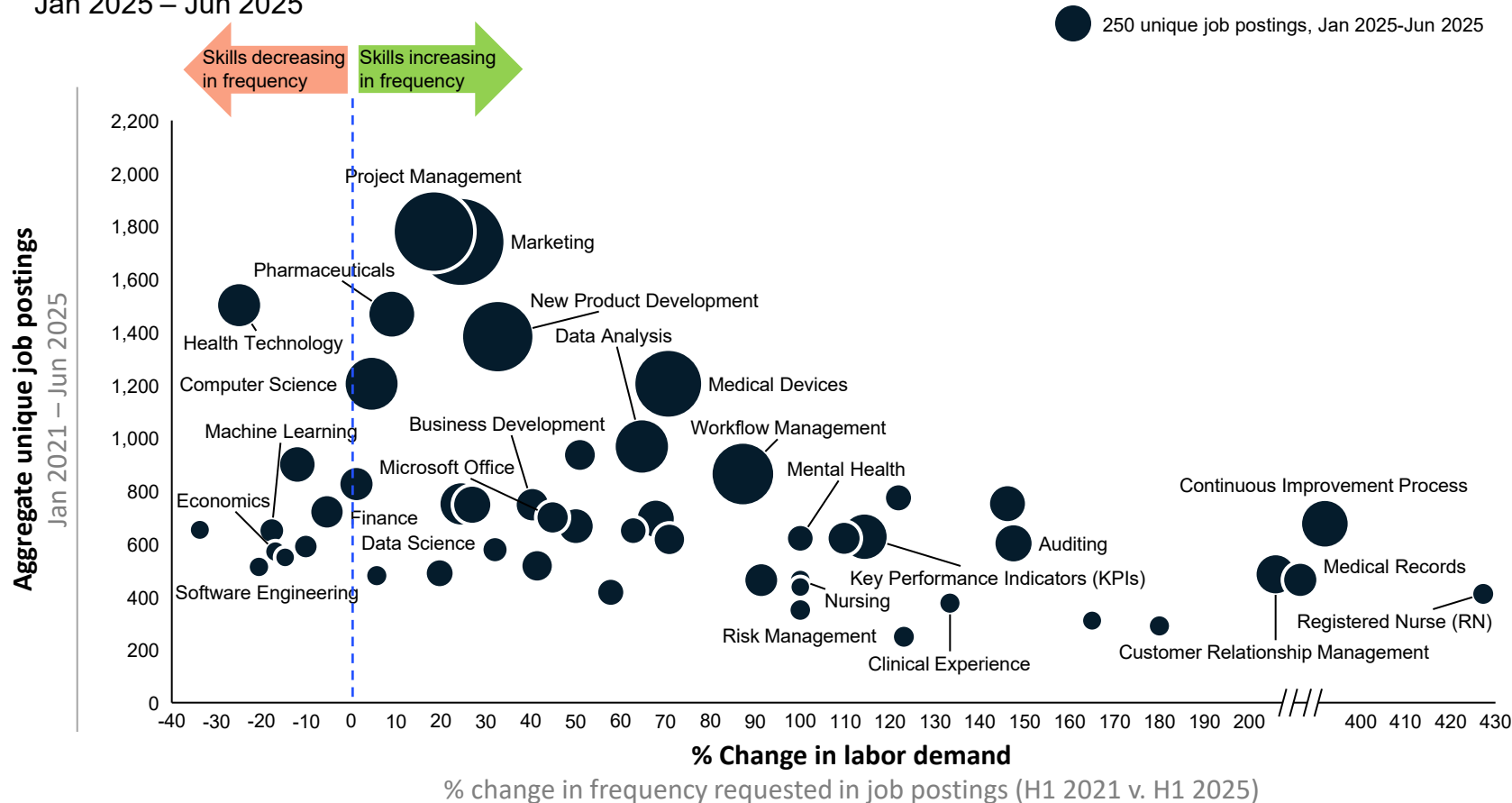
3. Except Technical and Scientific Products

# Top hard skills requested in HealthTech are Marketing, Project Management, and New Product Development

Preliminary

## Top 50 in-demand hard-skills<sup>1</sup> for MA employers in the Health Tech sector

Jan 2025 – Jun 2025



- Demand for select health-related skills (RNs, Medical Records, Clinical Experience) have been increasing fastest since 2021, as has demand for strategic management skills (continuous improvement process, auditing, customer relationship management)
- Demand for more general business skills has been declining (Finance, Economics) as well as skills like agile methodology, health technology, and software engineering

1. Based on job postings filtered by Health Tech keywords in MA. Specialized, software, and certificate skills only (excludes common skills)

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# Objectives for today

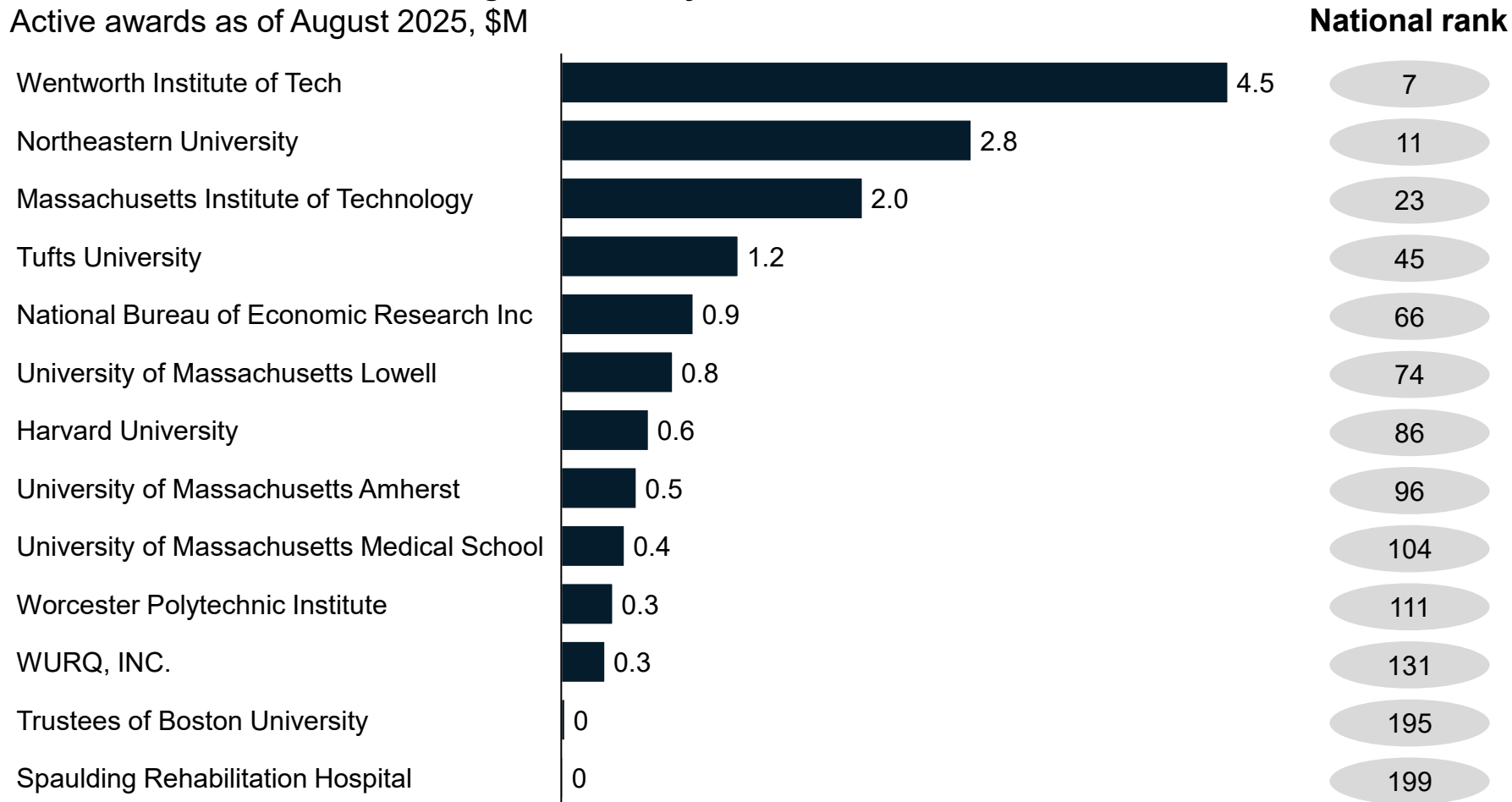
- Macro trends and dynamics
- **Startup and investment landscape**

# MA organizations received \$14M in Health Tech funding from the NSF; Wentworth Institute received the most NSF funding

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## Health Tech-related R&D funding from NSF, by institution

Active awards as of August 2025, \$M

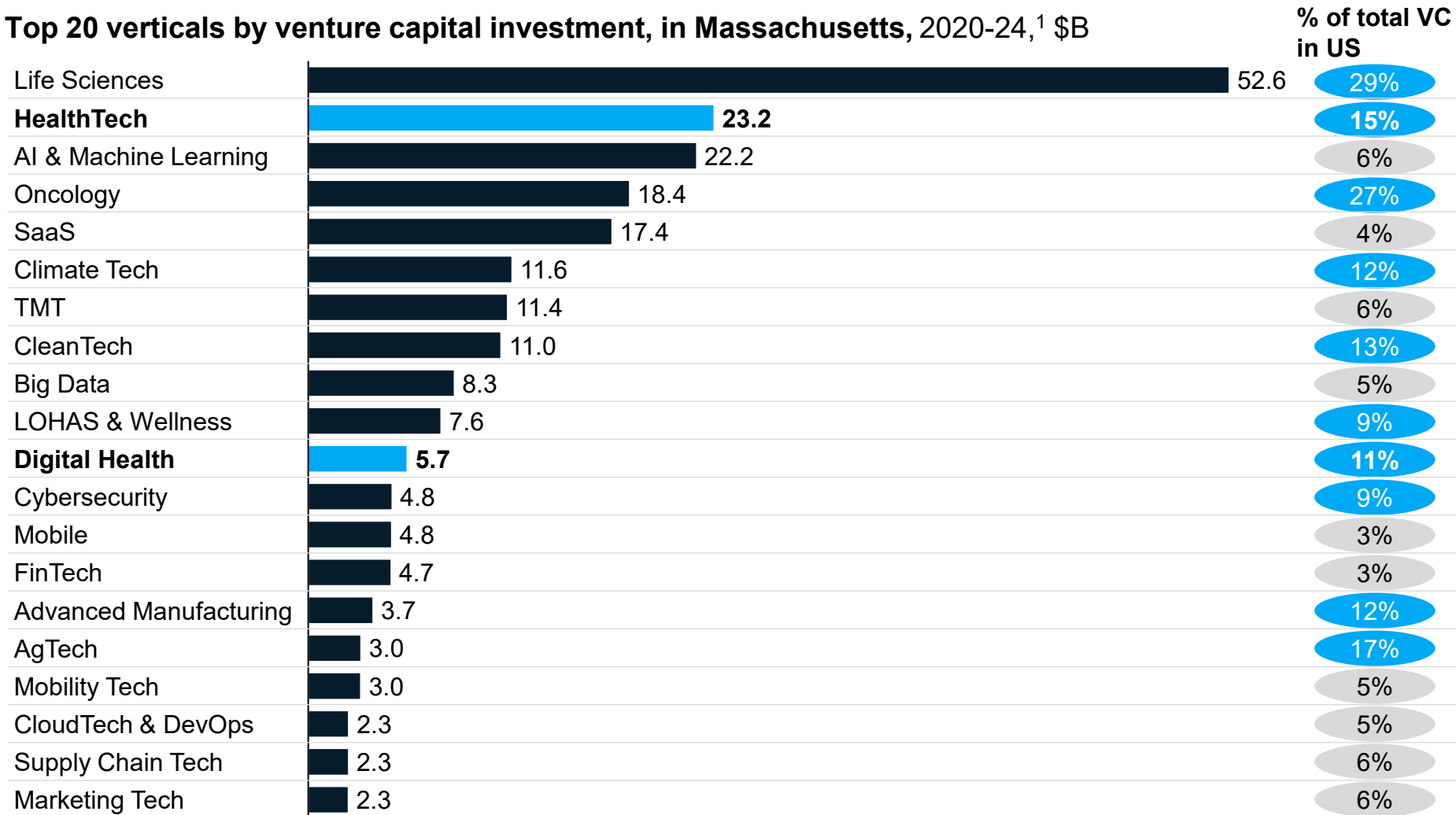


- 13 MA institutions have active NSF grants for Health Tech R&D, totaling \$14M in funding (down from \$17M in 2024)
- Current total NSF funding nationally for Health Tech is ~\$200M, down from ~\$230M, in 2024
- National leaders in Health Tech R&D include: University of Puerto Rico (leading grant in wearable devices), University of Idaho (HealthTech related to climate change), and University of South Alabama (smart wearable device to predict the onset of diabetes)

# HealthTech has the 2<sup>nd</sup> highest vertical by VC investment in MA, with a 15% share of total VC in the US

Preliminary

Top 20 verticals by venture capital investment, in Massachusetts, 2020-24,<sup>1</sup> \$B



Higher than average share of investment (MA receives 8% of total US VC)

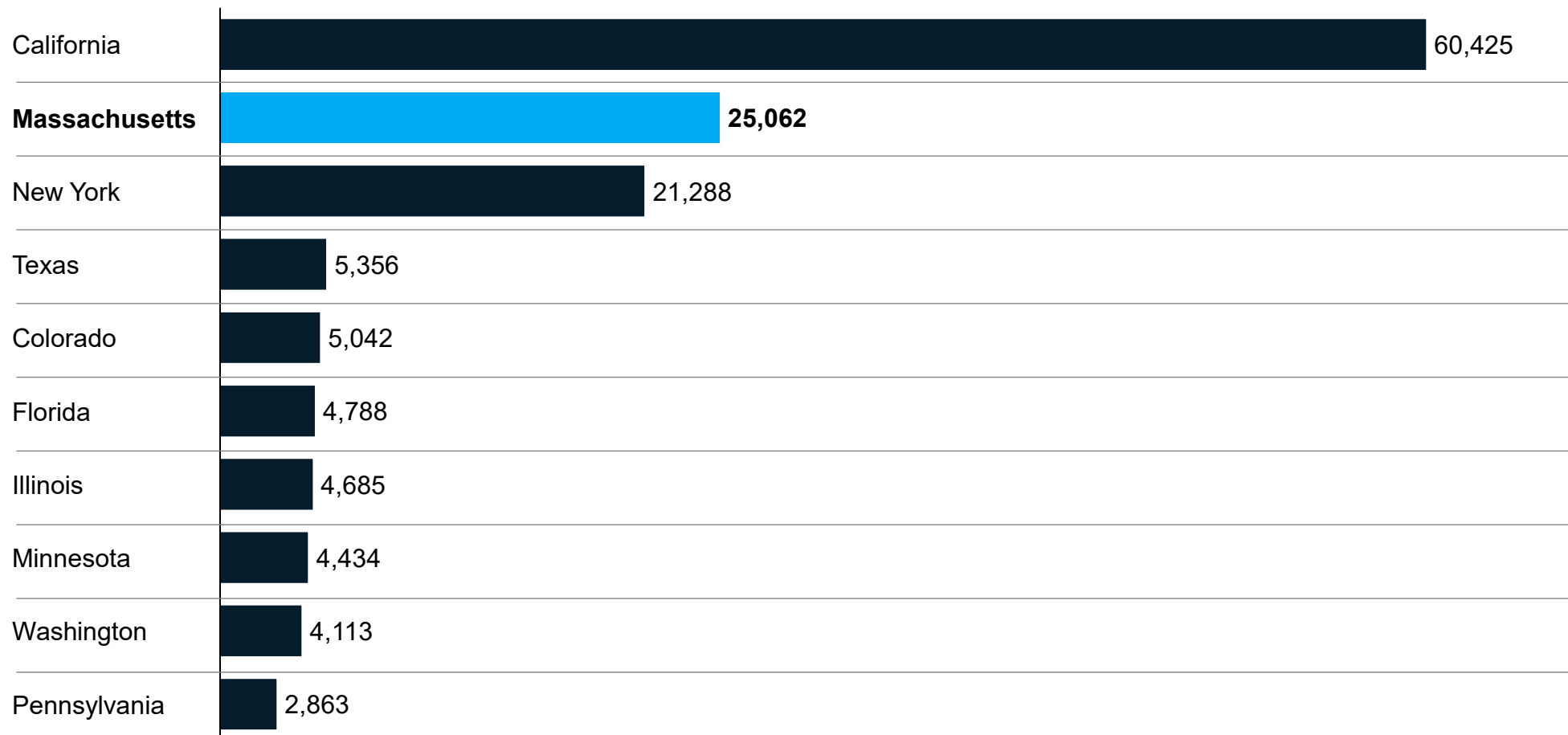
- After Life Sciences, HealthTech has the highest vertical by VC investment with ~\$23 billion in investments
- MA is overperforming in attracting venture capital investment: with 15% of HealthTech VC but only 8% of total US VC
- Digital Health is also attracting high VC investment, with an 11% share of total VC and ~\$6 billion in investments

1. Figures will not sum up to total as multiple tech verticals can be applied to one deal; removed high-level verticals that include other verticals such as "Manufacturing" and "Industrials"

# Massachusetts ranks 2<sup>nd</sup> nationally in HealthTech venture capital investment

Preliminary

Top 10 states for HealthTech related verticals<sup>1</sup> VC investment, 2020-24, \$, Million



- California leads in HealthTech VC investment nationally, attracting nearly 2.5x the investment of the next highest state, Massachusetts
- HealthTech VC is concentrated in the top 3 states, over 60% of VC funding nationally goes to CA, MA, and NY

<sup>1</sup> Includes verticals Digital Health; FemTech; Health Tech; Wearables & Quantified Self

# There have been 71 mergers and 2 IPOs among HealthTech startups in MA since 2020

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~53

HealthTech early-stage startups active<sup>1</sup> in MA

2

IPO in the past 5 years

71

M&A exits in the past 5 years

1. Active startups defined as: Privately held, PE, VC, or accelerator/incubator, or angel backed with business status stealth, product development or startup

Preliminary

## Top 10 transactions by deal size, HealthTech startups, 2020-2024

Company	Exit type	Exit date	Approx. valuation, \$M
Aliada Therapeutics	M&A	2024	1,400
Affera	M&A	2022	932
Third Harmonic Bio	IPO	2022	658
Caraway Therapeutics	M&A	2023	610
Promedior	M&A	2020	414
SilverCloud Health	M&A	2022	320
Celsius Therapeutics	M&A	2024	250
Ivenix	M&A	2022	240
ClinEdge	M&A	2021	135
Obp	M&A	2024	100