

# Establishing a market opportunity for pediatrics



## About Gabi Smartcare

Gabi SmartCare is a pioneering company in pediatric remote patient monitoring (RPM). Their FDA-cleared solution, PEDIARITY™, provides real-time vital monitoring for children aged 0 to 12. By empowering families with a home-based care solution and offering pediatricians continuous health data, Gabi SmartCare is transforming pediatric care delivery.



## The opportunity

The **pediatric remote monitoring market is ripe for growth**, with opportunities in research and clinical spaces.

- RPM market is booming, estimated at **\$79B in 2023**, with a projected **annual growth of 23.6%**. Mainly driven by adult RPM, there is a market opportunity in pediatrics.
- Pediatric digital health investment has seen **300% annual growth**.
- There's growing momentum and need for **home-based care**.



## The approach

Gabi's solution is highly versatile and designed for use across multiple conditions.

- Initially, Gabi sold its solution to hospitals for research applications, allowing



## The challenge

Despite growing demand, **pediatric care often faces barriers** in healthcare, largely due to misaligned incentives. Private insurers typically focus on short-term costs rather than investing in long-term, preventative care—essential in pediatrics.

- Pediatric care is often considered "budget dust," receiving less attention in reimbursement models.
- Misaligned incentives **discourage focus on preventative care**, limiting the adoption of pediatric RPM solutions.

the company to quickly establish a presence in numerous hospitals.

- Building on this momentum, Gabi is now converting these research customers into clinical application users by targeting the sub-acute market, where there is strong demand for monitoring solutions, starting with congenital heart diseases.
- The continued strategy is to expand into broader markets, such as home screening and chronic disease management. Ongoing interest from healthcare providers demonstrates the potential to scale within both research and clinical settings.



### The success

- ✓ By addressing multiple conditions, Gabi increased its total addressable market (TAM), positioning itself as a leader in pediatric RPM, while awaiting more sustainable reimbursement models.
- ✓ Gabi's ability to meet diverse pediatric needs positions them well for future growth, particularly as the healthcare landscape moves toward value-based care models.

“Gabi is an evolutive platform designed to transform pediatric care at home. We're strategically starting where implementation is most seamless as the pediatric RPM market embarks on an explosive growth journey, set to follow the rapid rise of adult RPM.”

— **Jonathan Baut**

*CEO, Co-Founder, Gabi SmartCare*