Health care is the next battleground for big tech companies. Amazon, Google, Apple, and Facebook see health care as ripe for disruption—and an industry where they can make positive improvements.

Because of its scale and reach, Amazon could force established pharmaceutical companies, health care systems, and insurers to adapt and evolve.

COVID-19 accelerated the adoption of telemedicine visits, which spurred a new digital transformation effort in health care.

More diagnostic tests are being done at home using connected devices, including smart mirrors and smart toilets.

Last year was a sudden dress rehearsal for widespread remote patient monitoring.

The last few years saw the launch of smart fitness equipment, which includes mirrors, bikes, and treadmills. The pandemic accelerated sales and helped the market grow significantly.

Video games are being developed to treat certain conditions and diseases. Prescription-strength games even carry Food and Drug Administration approval.

Sleep tech is big business: By 2026, the market size could be upward of $30 billion.

This could be the year that Facebook and Apple launch their smart glasses.