

ANSEA INSIGHTS

Newsletter 2026

JULY EDITION



Market Outlook



Dear Valued Client,

Welcome to the July 2026 edition of **ANSEA** Insights. As healthcare enters the second half of the year, organizations are increasingly shifting from responding to disruption toward building resilient, digitally enabled, and financially sustainable health systems. While workforce shortages, affordability challenges, demographic change, and macroeconomic uncertainty continue to reshape the healthcare landscape, companies are adopting more disciplined strategies focused on operational resilience, measurable outcomes, and long-term value creation. This edition explores how AI is evolving from deployment to demonstrated impact, how investment is increasingly concentrated in scalable healthcare platforms, and how regulatory modernization and targeted innovation are accelerating the delivery of new therapies and technologies.

At **ANSEA**, we remain committed to providing timely, actionable intelligence to support your strategic priorities. Alongside insights into evolving healthcare trends, M&A activity, regulatory developments, and recent drug approvals, we examine how these shifts are influencing portfolio strategy, innovation investment, and commercialization decisions. Whether strengthening organizational resilience, leveraging digital transformation, or navigating an increasingly dynamic regulatory environment, our insights are designed to support informed decision-making in a rapidly evolving global healthcare ecosystem.

As always, we appreciate your continued engagement and look forward to supporting your efforts to drive meaningful impact, innovation, and improved patient outcomes worldwide.



Healthcare Trends To Watch



As healthcare systems enter the second half of 2026, the focus is shifting from responding to emerging challenges toward building resilient, digitally enabled, and financially sustainable healthcare systems. While ageing populations, workforce shortages, affordability pressures, and rising healthcare costs continue to strain health systems globally, organizations are increasingly prioritizing technologies, partnerships, and investment models that improve efficiency and deliver measurable value. Below are three trends shaping healthcare strategy and investment priorities for the remainder of 2026.

1. Building more resilient and sustainable health systems:

Healthcare systems are increasingly prioritizing resilience as demand continues to outpace workforce capacity and available funding. Despite improvements in global health over the past decade, progress toward the health-related Sustainable Development Goals remains off track, while 1.6 billion people experienced or were pushed into poverty due to out-of-pocket healthcare spending in 2022.¹

- **Healthcare financing and capacity remain under pressure:**
Progress toward Universal Health Coverage has slowed, with the global UHC service coverage index increasing only from 68 to 71 between 2015 and 2023, highlighting the growing need for sustainable financing models, stronger primary care, and preventive health strategies.¹
- **Digital infrastructure is becoming essential to healthcare delivery:**
Across Asia-Pacific, digital health technologies—including telehealth, AI-enabled diagnostics, remote patient monitoring, and interoperable health records—are increasingly being deployed to address workforce shortages, improve healthcare access, and reduce operational costs. The region is expected to face an 11 million global health worker shortfall by 2030, reinforcing the need for technology-enabled care delivery.²

2. AI shifts from adoption to measurable value:

Healthcare organizations are increasingly moving beyond AI implementation toward demonstrating measurable clinical and operational outcomes. The focus is shifting from deploying AI tools to embedding them within trusted clinical workflows that improve efficiency, decision-making, and patient engagement.

- **AI adoption continues to accelerate across healthcare:**
More than 52% of patients now use AI to research health conditions, while 54% of physicians use AI to summarize medical literature and 43% of nurses use AI to analyze clinical information or develop patient education materials, demonstrating AI's growing role in everyday healthcare delivery.³

- **Trust and governance are becoming competitive differentiators:**

While 74% of patients trust AI-generated health information, 78% expect clinicians to verify AI outputs, and 77% of clinicians report routinely validating AI-generated content before clinical use, highlighting the growing importance of governance, transparency, and human oversight.³

3. Life sciences recalibrate around disciplined execution and measurable value

As organizations enter the second half of 2026, strategic priorities are shifting from expansion toward disciplined execution. Despite continued macroeconomic, regulatory, and pricing uncertainty, companies are becoming increasingly confident in their ability to execute, with investment focused on productivity, commercial performance, AI, and operational resilience rather than broad growth initiatives.

- **Internal confidence is strengthening despite external uncertainty:**

According to Deloitte's Midyear 2026 Life Sciences Outlook, only 9% of life sciences executives reported feeling more optimistic about the global economy compared with six months earlier, while 62% expressed greater confidence in their own company's outlook. Nearly 49% described their investment strategy as balancing growth with risk management, while 36% reported adopting a more growth-oriented approach.⁴

- **Organizations are prioritizing measurable returns on investment:**

Research and development remains the largest investment area, while AI and digital capabilities are experiencing comparable growth in investment. However, organizations are increasingly demanding measurable outcomes, with 71% reporting progress in AI deployment but only 45% indicating that AI initiatives have delivered measurable performance improvements. This reflects a broader shift toward productivity, operational resilience, and evidence-based investment decision.⁴

4. Investment shifts toward high-growth healthcare platforms

Healthcare investment is becoming increasingly selective, with capital flowing toward markets and business models supported by demographic trends, digital transformation, and scalable care delivery models rather than broad healthcare expansion.

- **Asia is emerging as a global healthcare investment hub:**

Asia's healthcare market is projected to exceed US\$5 trillion by 2030, accounting for approximately 40% of global healthcare sector growth, driven by ageing populations, expanding healthcare demand, and increasing digital adoption.⁵

- **Private capital is targeting specialized and technology-enabled care:**

Investors are increasingly prioritizing digital health, specialty care, AI-enabled healthcare, and eldercare platforms as healthcare systems evolve to meet the needs of ageing populations and rising chronic disease burden. Markets such as China are also strengthening their position as global healthcare innovation hubs through biotechnology, AI, and cross-border research partnerships.⁵



These trends reflect a healthcare sector that is becoming increasingly focused on resilience, digital transformation, and sustainable growth. As healthcare systems face mounting financial and operational pressures, organizations are leveraging AI, digital health, and targeted investment to strengthen care delivery while improving efficiency and long-term value. For pharma and MedTech companies, success in the second half of 2026 will increasingly depend on aligning innovation with health system priorities, demonstrating measurable outcomes, and building scalable solutions that support resilient healthcare systems.

Pharma M&A Activity: Recent Deals and Insights



Pharma M&A accelerated significantly in Q2 2026, as companies pursued targeted acquisitions to strengthen future growth. Driven by upcoming patent expirations, increasing competition for differentiated assets, and advances in AI-enabled healthcare, dealmaking has become increasingly selective, focusing on innovative science, technology platforms, and scalable healthcare markets. Global healthcare M&A reached US\$65 billion in Q1 2026, while more than 50 biopharma transactions were announced during the first half of 2026, signalling renewed market momentum.^{6,7}

1. Patent expirations continue to fuel pipeline replenishment:

With major blockbuster therapies approaching patent expiry, companies are prioritizing acquisitions that strengthen future pipelines with differentiated, late-stage assets.

- **Strategic acquisitions accelerate:**

In April 2026, Sun Pharma announced the US\$11.8 billion acquisition of Organon to expand its women's health portfolio. In June 2026, AbbVie agreed to acquire Apogee Therapeutics for US\$10.9 billion, strengthening its immunology pipeline, while Gilead's April 2026 acquisition of Tubulis (up to US\$5 billion) expanded its antibody-drug conjugate (ADC) platform.^{8,9,10}

2. Technology and AI reshape healthcare dealmaking:

Technology capabilities are increasingly becoming a primary acquisition driver as companies seek to strengthen diagnostics, AI-enabled drug discovery, and digital healthcare platforms.

- **Platform-based innovation gains momentum:**

In May 2026, Roche announced the acquisition of PathAI (US\$750 million upfront plus milestones) to strengthen its AI-powered digital pathology platform. In June 2026, Danaher completed its US\$9.9 billion acquisition of Masimo, expanding its diagnostics portfolio with AI-enabled patient monitoring technologies. Similarly, April 2026 saw Eli Lilly acquire Kelonia Therapeutics (up to US\$7 billion) to expand its gene-editing capabilities, highlighting increasing investment in next-generation technology platforms.^{11,12,13}

3. Consumer health and private capital gain strategic importance:

Investment is expanding beyond traditional therapeutics toward consumer-focused healthcare and high-growth healthcare platforms, supported by increasing private equity participation.

- **Healthcare platforms attract long-term capital:**

Sun Pharma's April 2026 acquisition of Organon underscores growing investment in women's health, while Blackstone and TPG completed the US\$18.3 billion take-private acquisition of Hologic in April 2026, highlighting strong investor confidence in diagnostics and women's health. PwC also identifies women's health, GLP-1 therapies, prevention, and care-at-home as key M&A themes for the second half of 2026.^{14,15}



These transactions reflect a shift toward disciplined, value-driven dealmaking centred on differentiated science, AI-enabled technologies, diagnostics, and high-growth healthcare segments. As competition for innovative assets intensifies, companies are increasingly using strategic acquisitions to strengthen pipelines, accelerate technology adoption, and expand into scalable healthcare markets.

Regulatory Updates



As healthcare innovation accelerates, regulators are increasingly modernizing approval pathways to improve development efficiency while maintaining rigorous safety standards. During Q2 2026, regulatory agencies focused on streamlining clinical trials, accelerating breakthrough technologies, and strengthening manufacturing resilience. These developments reflect a broader shift toward more agile, innovation-friendly, and globally coordinated regulatory systems.

1. Clinical trial modernization accelerates:

Regulators are redesigning clinical trial frameworks to reduce development timelines and improve regulatory decision-making.

- **Faster and more adaptive clinical trials:**

In April 2026, the U.S. FDA launched proof-of-concept Real-Time Clinical Trials (RTCTs), enabling regulators to receive safety signals and study endpoints in real time. Meanwhile, the UK MHRA implemented its largest clinical trial reform in over two decades, introducing accelerated review pathways, a 14-day assessment timeline for eligible Phase I trials, and mandatory trial transparency.^{16,17}

2. Regulators expand support for breakthrough technologies:

Regulatory agencies are introducing faster pathways to accelerate patient access to highly innovative therapies and medical technologies.

- **Innovation-friendly pathways gain momentum:**

In April 2026, the EMA launched a pilot programme providing priority scientific advice for breakthrough medical devices addressing unmet clinical needs. The UK MHRA also proposed new medical device regulations introducing international reliance pathways and AI-specific regulatory frameworks to support faster market access.^{18,19}

3. Manufacturing and Global Collaboration Become Regulatory Priorities:

Regulators are increasingly focusing on strengthening pharmaceutical manufacturing capacity and international cooperation.

- **Building resilient supply chains:**

In June 2026, the FDA selected seven companies for its PreCheck Pilot Program, providing earlier regulatory engagement to accelerate domestic pharmaceutical manufacturing. At the same time, the EMA expanded collaboration with the African Medicines Agency (AMA) to support coordinated clinical trial design and regulatory decision-making during the Ebola response.^{20,21}



These developments reflect a regulatory environment that is becoming faster, more collaborative, and increasingly focused on innovation. For pharma and MedTech companies, integrating regulatory strategy early, leveraging accelerated pathways, and generating robust evidence will be essential to bringing new therapies and technologies to patients more efficiently.

Recent Drug Approvals: Advancing Patient Care



Recent U.S. Food and Drug Administration (FDA) approvals during Q2 2026 continued to reflect strong momentum in precision medicine, oncology, infectious diseases, cardiovascular care, and diagnostic innovation. The FDA prioritized therapies addressing significant unmet needs, first-in-class mechanisms, antimicrobial resistance, and improved patient convenience. These approvals reinforce the industry's continued focus on targeted, patient-centric innovation and are expected to shape future treatment standards, commercialization strategies, and competitive positioning across the healthcare sector.²²

1. Clinical trial modernization accelerates:

- ✓ **IDVYNZO (doravirine and islatravir, Merck & Co., Apr 20, 2026):** Approved as a complete regimen for virologically suppressed adults with HIV-1, providing a simplified once-daily treatment option for long-term disease management.
- ✓ **VEPPANU (vepdegestrant, Arvinas & Pfizer, May 1, 2026):** Approved for ER-positive, HER2-negative, ESR1-mutated advanced or metastatic breast cancer, expanding precision endocrine therapy options following disease progression.
- ✓ **BEQALZI (sonrotoclax, BeOne Medicines, May 13, 2026):** Received accelerated approval for relapsed or refractory mantle cell lymphoma after at least two prior therapies, reinforcing continued innovation in targeted hematologic oncology.

- ✓ **BAXFENDY (baxdrostat, AstraZeneca, May 15, 2026):** Approved as the first aldosterone synthase inhibitor for hypertension, introducing a novel mechanism for patients requiring combination therapy.
- ✓ **HEPCLUDEX (bulevirtide-gmod, Gilead Sciences, May 22, 2026):** Became the first FDA-approved therapy for chronic hepatitis D virus (HDV) infection, addressing a longstanding unmet need in liver disease.
- ✓ **DECNUPAZ (pivekimab sunirine-pvzy, AbbVie, May 27, 2026):** Approved for adults with blastic plasmacytoid dendritic cell neoplasm (BPDCN), expanding treatment options for this rare and aggressive hematologic cancer.
- ✓ **ZAYNICH (cefepime and zidebactam, Wockhardt, May 29, 2026):** Approved for complicated urinary tract infections caused by susceptible pathogens, strengthening the antimicrobial pipeline against resistant infections.
- ✓ **XOCOVA (ensitrelvir, Shionogi, May 29, 2026):** Approved for post-exposure prophylaxis of COVID-19, expanding preventive antiviral options following confirmed exposure.
- ✓ **CYPSEDO (cipepofol, Haisco Pharmaceutical Group, May 29, 2026):** Approved for induction of general anesthesia in adults undergoing surgery, providing an additional intravenous anesthetic option.
- ✓ **AMBELVIST (gadoquatrane, Bayer, Jun 12, 2026):** Approved as an MRI contrast agent for detecting lesions with abnormal vascularity, improving diagnostic imaging precision.
- ✓ **UTEBZI (tebipenem pivoxil, GSK & Spero Therapeutics, Jun 17, 2026):** Approved as the first oral carbapenem for complicated urinary tract infections in adults with limited treatment alternatives, representing a significant advance in antimicrobial therapy.
- ✓ **LUMVOA (veligrotug-vvze, Viridian Therapeutics, Jun 26, 2026):** Approved for the treatment of thyroid eye disease, expanding treatment options for patients with this rare autoimmune condition.
- ✓ **TRUTAKNA (atacept-vymj, Vera Therapeutics, Jul 7, 2026):** Approved to reduce proteinuria in adults with IgA nephropathy at risk of disease progression.
- ✓ **REVTORPYK (gedatolisib, Celcuity, Jul 14, 2026):** Approved with fulvestrant for HR-positive, HER2-negative advanced breast cancer following endocrine therapy.
- ✓ **JIDEYTRO (zidesamtinib, Nuvation Bio, Jul 22, 2026):** Approved for attention-deficit/hyperactivity disorder (ADHD), expanding non-stimulant treatment options.
- ✓ **SIMTRIYO (centanafadine, Otsuka Pharmaceutical, Jul 24, 2026):** Approved as an MRI contrast agent for detecting lesions with abnormal vascularity, improving diagnostic imaging precision.
- ✓ **LYTENAVA (bevacizumab-vikg, Outlook Therapeutics, Jul 24, 2026):** Approved for neovascular (wet) age-related macular degeneration, expanding ophthalmic treatment options.

Implications for Pharma and Med Tech Companies



The healthcare landscape is increasingly defined by resilience, digital transformation, and disciplined execution. Healthcare systems are investing in AI-enabled care, digital infrastructure, and sustainable financing to address workforce shortages, rising demand, and affordability pressures. At the same time, pharma and MedTech companies are accelerating targeted investments through strategic acquisitions, platform-based innovation, and regulatory pathways that support faster development and market access. Recent drug approvals further highlight continued momentum in precision medicine, oncology, infectious diseases, cardiovascular care, and rare diseases. Companies that align innovation with health system priorities, generate robust evidence, and invest in scalable, patient-centric solutions will be well positioned to drive sustainable growth and improve patient outcomes in an increasingly competitive healthcare environment.

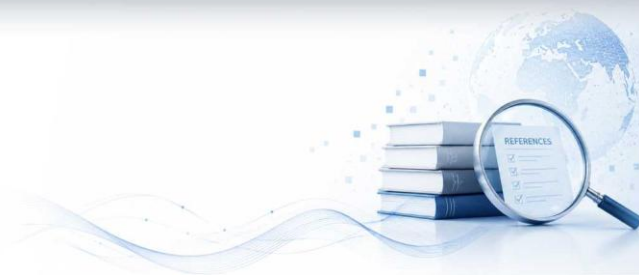
ANSEA supports organizations in navigating this evolving landscape, helping clients translate emerging trends into actionable strategies through evidence-based insights and deep healthcare expertise.

About ANSEA

ANSEA is a global healthcare consulting firm dedicated to improving patient outcomes for public and private sector institutions. Our expertise ranges from Commercial Planning, Market Access, Health Systems Research, Stakeholder Engagement and Health Economics and Outcomes Research. We provide innovative solutions and local insights to support clients worldwide.



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