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## Social Impact Investing Opportunities in eHealth

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In general, social impact investing may refer to providing capital to companies, organizations, and funds that are focused on solving critical societal or environmental problems. Social responsibility includes ideas that investors should balance profit-making with activities that benefit society as well because social impact investing focuses on positively impacting the society where it operates. Recently, large international companies reconsidering their motivation within their companies' goal while their consumers purchase goods and services shifting their responsibility to profits and benefits. It seems small and medium-sized companies need also to develop ethics that guarantee the success of their activity with social responsibility issues. Therefore, for the most effectiveness of social impacts, the companies voluntarily have to operate under pressure from outside forces such as the conscious society.

Social responsibility improves the companies' important public image. When customers assess public business images it can have an important effect on choosing the right product or service to buy. Social impact investing involves actions and activities that give back to society, or make sure fairness in the operation of the companies. Besides many other important aspects, the business process should follow new expectations and concerns of industry change, the public authorities, and of course the customers. With proper expectations, rising social standards influence the investment choices of institutions, individuals, and investors. The sustainability

aspects are necessary and increasing concern regarding environmental degradation, that there could be no social impact investing taking into account the positive environmental effects.

In the field of healthcare, those critical problems could be how improving access to affordable healthcare, enhancing the quality of human life, reducing the impacts of high insurance bills alongside making the whole process financially sustainable. The process of social impact investing could provide finance to all interested healthcare stakeholders addressing social needs with the explicit expectation of a measurable return. Healthcare is one of the right places to invest due to the investment's success can be measured in improvements in disease progression and quality of life and on many firms' focuses.

In our present days, eHealth can aggregate information from multiple sources to give an overall understanding of medical modalities and the complex healthcare system through its objective analysis. eHealth solutions are about their next challenge providing endless opportunities in which social impact investors can do well by doing good.

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