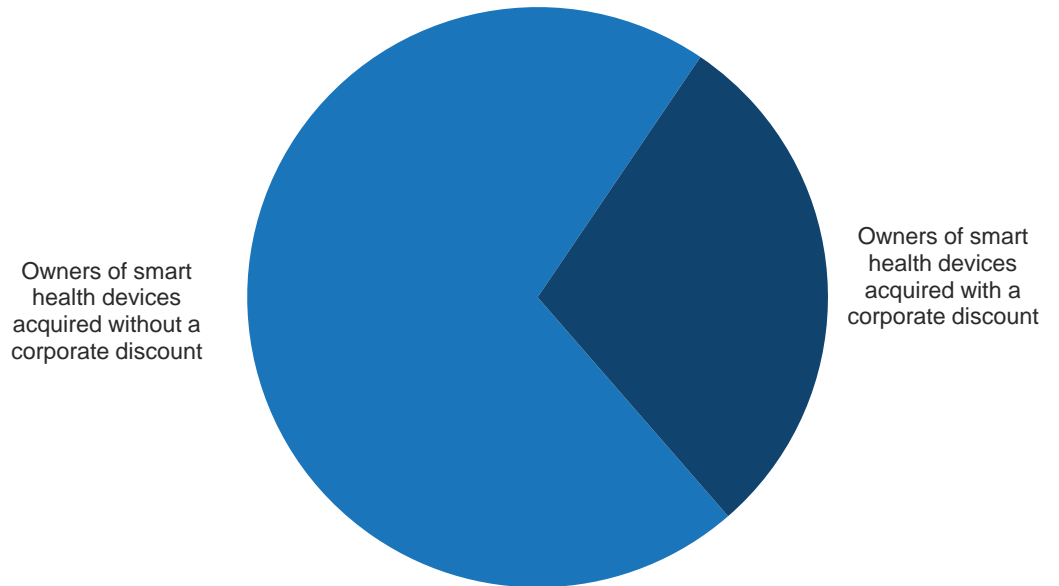


By **John Barrett**, *Director, Consumer Analytics*, **Yilan Jiang**, *Manager, Consumer Research*, **Harry Wang**, *Director, Health & Mobile Product Research*, and **David Mitchel**, *Research Analyst, Parks Associates*

### SYNOPSIS

This Market Focus analyzes the adoption and use of Internet-enabled healthcare and fitness devices. It highlights adoption trends for these devices and gauges use of health apps in conjunction with these devices. It also explores privacy concerns as a potential inhibitor to smart health device adoption and the extent to which privacy guarantees can alleviate such concerns. Finally, it assesses consumer willingness to share data generated by smart health devices and the potential for various incentives to boost consumer willingness to share data.

### Smart Health Devices with Corporate Discount Connected Fitness Device Owners in U.S. Broadband Households



© Parks Associates

### ANALYST INSIGHT

“Corporate discounts are playing a key role in the adoption of connected fitness devices. This raises intriguing possibilities to drive adoption through partnerships between device makers and health insurance providers.”

— **John Barrett**, *Director, Consumer Analytics, Parks Associates*

### CONTENTS

#### About the Research

#### Previous Research

- Engaging Consumers for Healthy Living: Health Apps (Q4/14)
- Reasons for the Appeal of Health & Fitness Devices (Q4/14)
- Delivering Quality Healthcare to the Digital Home: The 2014 Edition (Q4/14)

## CONTENTS

- 360 View: Health Devices and Services for Connected Consumers (Q3/14)
- Wearable Computing: Fitness and Health in Style (Q3/14)
- Digital Health Consumers: A Lifestyle & Technology Segmentation (Q1/14)

**Key Findings****Industry Insight****Recommendations****Overview of Connected Health Adoption:**

- Number of Connected Health Devices Owned (2013 - 2014)
- Adoption of Digital Health Devices (2013 - 2014)
- % of U.S. Broadband Households Using At Least One Connected Health Device by Household Income (2013 - 2014)
- % of U.S. Broadband Households Using Online Health Tools (2013 - 2014)
- Use of Online Health Tools (2013 - 2014)
- Online Health Tools Offered by Doctors (2012 - 2014)

**Corporate Discounts and Connected Health Device Adoption:**

- Ownership of Connected Fitness Devices with a Corporate Discount (Q4/14)
- Connected Fitness Devices Acquired with a Corporate Discount (Q4/14)
- Weekly Use of Fitness Apps on Smart Health Devices and Corporate Discounts (Q4/14)
- Corporate Size Among Those Acquiring Connected Fitness Device with Corporate Discount (Q4/14)
- Demographic Profiles of Connected Fitness Device Owners (Q4/14)

**Use of Connected Health Devices and Apps:**

- Monthly Use of Health Apps (Q4/14)
- Health App Monthly Usage
- Monthly Use and Interest in Using of Health Apps (Q4/14)
- Connected Health Devices Used in Conjunction with Health Apps (Q4/14)
- High Appeal of Health Master App (Q4/14)
- Appeal of Health Master App by Number of Health Apps Used Monthly (Q4/14)

**Privacy Concerns about Connected Health Devices:**

- Attitudes Towards Online Health Data (Q4/14)
- Privacy or Security Concerns About Connecting Devices to the Internet (Q4/14)

## CONTENTS

- Concerns About Connecting Health and Fitness Devices to the Internet (Q4/14)
- Effectiveness of Privacy or Security Rights to Relieve Concerns (Q4/14)
- Willingness to Share Data From Fitness Devices by Fitness Device Owned (Q4/14)
- Willingness to Share Data From Connected Healthcare Devices that Track Vital Signs by Device Owned (Q4/14)
- Discounts as Incentives to Share Data From Fitness Devices by Device Owned (Q4/14)
- Discounts as Incentives to Share Data From Connected Healthcare Devices that Track Vital Signs by Device Owned (Q4/14)

**Additional Research from Parks Associates**

## ATTRIBUTES

Parks Associates  
15950 N. Dallas Pkwy  
Suite 575  
Dallas TX 75248

TOLL FREE 800.727.5711

PHONE 972.490.1113

FAX 972.490.1133

[parksassociates.com](http://parksassociates.com)

[sales@parksassociates.com](mailto:sales@parksassociates.com)

Authored by John Barrett, Yilan Jiang, Harry Wang, and David Mitchel  
Executive Editor: Tricia Parks

Number of Slides: 55  
Published by Parks Associates

© 2015 Parks Associates | Dallas, Texas 75248

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

**Disclaimer**

*Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.*