

Connected Health Tracker: Effective Engagement through Segmentation & Personalization

By Kristen Hanich, Researcher, and Harry Wang, Senior Director of Research

<p>Synopsis</p> <p>This health tracker presents an overview of the most recent Parks Associates digital health consumer segmentation research. It investigates segments' perceptions of their health status, their overall health, their level of motivation in improving their health status, and how they prefer to be engaged. It also provides a breakdown on the segment composition of Medicare beneficiaries, those with multiple co-morbidities, and those with sleep issues, among others.</p>	<p style="text-align: center;">Consumer Segments</p> <p style="text-align: center;">Digital Health Categories 2015-2017 U.S. Broadband Households</p> <table border="1"> <caption>Digital Health Categories 2015-2017 (Estimated Data)</caption> <thead> <tr> <th>Category</th> <th>2015</th> <th>2016</th> <th>2017</th> </tr> </thead> <tbody> <tr> <td>Healthy and Engaged</td> <td>~22%</td> <td>~25%</td> <td>~20%</td> </tr> <tr> <td>Young and Indifferent</td> <td>~18%</td> <td>~12%</td> <td>~15%</td> </tr> <tr> <td>Challenged but Mindful</td> <td>~28%</td> <td>~32%</td> <td>~28%</td> </tr> <tr> <td>Unhealthy & In-Denial</td> <td>~30%</td> <td>~28%</td> <td>~35%</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p>	Category	2015	2016	2017	Healthy and Engaged	~22%	~25%	~20%	Young and Indifferent	~18%	~12%	~15%	Challenged but Mindful	~28%	~32%	~28%	Unhealthy & In-Denial	~30%	~28%	~35%
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<p>Publish Date: 3Q 17</p>	<p>“Healthcare is undergoing a transition from a traditional fee-for-service structure to more value-based care. As it does so, a growing emphasis is being placed on the industry’s ability to engage its patients and proactively manage care. Segmentation has long been a marketing gold standard – one that the healthcare industry can greatly benefit from,” said Kristen Hanich, Research Analyst.</p>																				
<p>Contents</p>	<p>Report Summary</p> <p>Background - Engaging Consumers: A New Challenge to the Healthcare Industry</p> <p>Consumerism in Healthcare</p> <p>Section I: Methodology - Parks Associates Healthcare Consumer Segmentation</p> <ul style="list-style-type: none"> Healthcare Consumer Segmentation Segmentation Overview Consumer Segment Size <p>Section II: Year-over-Year Changes in Health Consumer Segments</p> <ul style="list-style-type: none"> Year-over-Year Changes in Health Categories Digital Health Segments 2015-2017 Performance of Health Behaviors 2015-2017 Comfort in Designing Care Plans (2015-2017) Interest in Health Coaching (2015-2017) 																				

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Changes in Attitudes and Technology Adoption

Section III: Segment Details - The Healthy & Engaged

Healthy and Engaged Consumer Segments (Q2/17)

Segment Overview

Health Concerns

Health Attitudes: Perception and Accountability

Health Attitudes: Proactivity and Confidence

Technology Adoption

Section IV: Segment Details - The Young & Indifferent

“Young and Indifferent” Consumer Segments (Q2/17)

Segment Overview

Health Concerns

Health Attitudes: Perception and Accountability

Health Attitudes: Proactivity and Confidence

Technology Adoption

Section V: Segment Details - The Challenged but Mindful

“Challenged but Mindful” Consumer Segments (Q2/17)

Segment Overview

Health Concerns: Weight

Health Concerns: Other Chronic Conditions

Health Attitudes: Perception and Accountability

Health Attitudes: Proactivity and Confidence

Technology Adoption

Section VI: Segment Details - The Unhealthy and In-Denial

“Unhealthy and In-Denial” Consumer Segments (Q2/17)

Segment Overview

Health Concerns: Weight

Health Concerns: Other Chronic Conditions

Health Attitudes: Perception and Accountability

Health Attitudes: Proactivity and Confidence

Technology Adoption

Section VII: Engagement Strategy by Segment

Smartphone Ownership by Digital Health Consumer Segment

Use of Health Apps to Manage/Track Health

Adoption of Connected Health Devices by Digital Health Consumer Segment

Participation in Wellness Programs

Interest in Health Monitoring Solutions Using Connected Health Device

Understand Patient Population by Segment Breakdown

Segmentation of Medicare FFS Beneficiaries

Segmentation of Medicare Advantage Beneficiaries

Interest in Health Coaching: Segment Breakdown

Consumers with Three or More Chronic Conditions: Segment Breakdown

Consumers with Type II Diabetes: Segment Breakdown

Consumers with Sleep Concerns vs. Sleep Disorder: Segment Breakdown

Section VIII: Summary and Implications

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