

Enabling Independence: Connected Solutions for Seniors and Caregivers

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By Lindsay Gafford, Research Analyst, and Jennifer Kent, Senior Director, Parks Associates

Synopsis

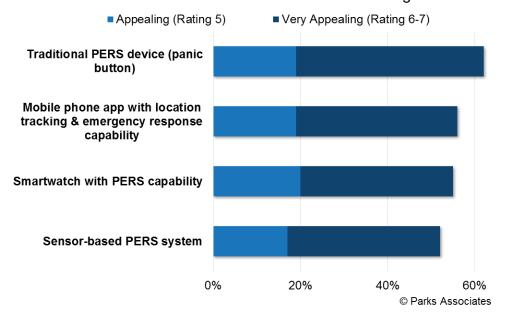
Over the next several decades, the number of Americans age 65 and older will double. Service providers, professional security monitoring, and PERS monitoring companies are exploring opportunities to serve this population. This report assesses the market for aging with independence and highlights leading use cases. It profiles leading efforts from service providers and manufacturers, examines business models and partnership requirements, and includes a five-vear forecast of PERS and sensor-based independent living solutions.

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Consumer Attitudes toward Pirated Content

Emergency Response Devices Appealing to Caregivers

US Broadband Households Identified as Caregivers



"Alternative devices with emergency response capabilities—such as mobile phones, smart watches, smart speakers, and residential security systems—are competing with legacy PERS devices. Some industry players are taking advantage of the widespread penetration of these devices and finding ways to integrate more robust emergency response technology into the devices already in consumers' homes, while others are utilizing these form factors to develop new PERS-specific solutions that appeal to a broader consumer base," said Lindsay Gafford, Research Analyst, Parks Associates.

Key Questions

How is the definition of PERS expanding to include other form factors or home sensor-based systems?

Do consumer electronics like smartphones, wearables, and smart speakers complement or compete with PERS solutions?

How can companies in the PERS space more effectively market their solutions?

What are some examples of successful and unsuccessful messaging with regards to the PERS market?

What are the business models within the PERS industry, and how does this affect adoption of different PERS technology?



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