

CONNECTED HEALTH SUMMIT Engaging Consumers

Hosted By
**PARKS
ASSOCIATES**

KEYNOTES

SEPT 4 – 9:45 AM



“The Shift to Consumer-Centric: Perspectives from Health Systems”

Chris Young, VP, New Virtual Market Development & Incubations Ascension Health

SEPT 4 – 11:45 AM



“Applying Connected Health to the Wellness Market: The “Triple Threat” Driving Growth”

Chris Nicholson, VP & COO, Humana Wellness

SEPT 4 – 5:00 PM



“Building a Consumer-Centric Connected Health Ecosystem”

James R. Mault, M.D., F.A.C.S., VP & Chief Medical Officer, Qualcomm Life

SEPT 5 – 9:45 AM



“Consumer Engagement As A Loyalty Strategy”

Adam Pellegrini, VP, Digital Health, Walgreens

SEPT 5 – 11:45 AM



“Enhancing the Consumer’s Propensity to Succeed in a Digital Health Management World”

Ronald J. Ozminowski, Ph.D., SVP & Chief Scientific Officer, Consumer Solutions Group, Optum

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Connected Health Summit: Engaging Consumers analyzes the roles of digital health technologies and innovations in driving changes in consumer behaviors and business models. ConnectedHealthSummit.com

Parks Associates Research Highlights

CONSUMER-CENTRIC WELLNESS & FITNESS SOLUTIONS

27% of U.S. broadband households **own and use at least one connected health device.**

6% of U.S. broadband households **own and use** a Wi-Fi or Bluetooth-connected fitness/activity tracking device.

13% of U.S. broadband households **are very likely to purchase** a connected health device in the next 12 months.

More than 32 million U.S. consumers will actively track their personal health & fitness online or via mobile by 2016.

The connected health and wellness solution market will generate almost \$8 billion in revenue in 2018 from selling hardware, software/apps, and wellness services.

REMOTE HEALTH MONITORING FOR ACCOUNTABLE CARE

65% of U.S. broadband households will use some type of virtual care communications by 2018.

13% are interested in virtual tools to manage medications, and **15%** are interested in post-surgery virtual monitoring.

The number of U.S. households using video consultations for their care needs will increase to 22.6 million in 2018.

22% of consumers in U.S. broadband households stored health information electronically in the past 12 months.

INDEPENDENT LIVING TECHNOLOGIES & SERVICES

Nearly 22 million U.S. broadband households **currently either care for a family member** with a chronic health condition or anticipate doing so in the near future.

The market for senior-focused independent living solutions will grow 11% annually on average for the next five years, **generating \$1.4 billion in service revenues in 2018.**

By 2018, the total number of **independent living service subscribers will be 4.3 million** in the U.S., **650,000** in Canada, and **1.66 million** in the U.K.

16% of consumers **ages 65 and older** in U.S. broadband households **use at least one independent living solution; 30% find** at least one solution **“very appealing.”**

INNOVATIVE CONVENIENCE CARE MODELS

42% of U.S. broadband households **have used at least one online service offered by their doctors.** The most common service, both in terms of use and availability, is the option to request a prescription refill online.

By 2018, almost 135 million consumers will benefit from care practices following the accountable care principles.

ACOs will generate nearly \$1 billion in care management revenues this year.

The U.S. connected healthcare market will reach an aggregated value of over \$30 billion by 2018.

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RESEARCH AVAILABLE

Consumer Research Surveys & Analysis of U.S. Broadband Households

360 View: Health Devices & Services for Connected Consumers

Digital Health Consumers: A Lifestyle & Technology Segmentation

Prescribing Apps: Engaging Health Consumers

Industry Reports Market Trends, Player Profiles, & Forecasts

Delivering Quality Healthcare to the Digital Home: The 2014 Edition

Virtual Care: Technologies and Business Models

Mobile Carriers & Wireless Healthcare Opportunities

Independent Living At Home: Second Edition

Wearable Computing: Fitness & Health in Style

Leveraging Partnerships to Deliver Home Energy Management

FREE RESOURCES

Whitepapers

Connected Health Opportunities for Service Providers

www.parksassociates.com/whitepapers/connected-health

Industry Webcasts—NO FEES

“Engaging Consumers with Connected Health Technologies” **DOWNLOAD TODAY**

parksassociates.com/connected-health-june2014

Newsletters

Sign up for the Digital Health newsletter and more at www.parksassociates.com/newsletter

Parks Associates’ UPCOMING EVENTS

CONNECTIONS EUROPE

CONNECTIONS™ Europe

November 18-19, 2014
Amsterdam

[CONNECTIONS Europe.com](http://CONNECTIONSEurope.com)

CONNECTIONS SUMMIT

CONNECTIONS™ Summit at CES

January 6, 2015
Las Vegas, NV

[CONNECTIONS Summit.com](http://CONNECTIONSSummit.com)

SMARTENERGY SUMMIT

Smart Energy Summit: Engaging Consumers

February 16-18, 2015
Austin, TX

SES2015.com

Consumer health segments:

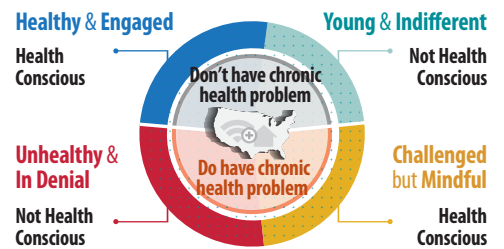
Parks Associates has identified four consumer segments based on their health conditions and activities. Of all U.S. broadband households:

- 26%** of consumers are healthy and engaged
- 25%** are challenged but mindful
- 28%** are unhealthy and in denial
- 21%** are young and indifferent

www.parksassociates.com/health-segments

Consumer Segmentation: HEALTH GROUPS

U.S. Broadband Households



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