

Synopsis	Main Consumer Segments
<p>This <b>Health Tracker</b> leverages Parks Associates' digital health consumer survey data to inform healthcare providers of the best means to engage healthcare consumers through segmentation. Parks Associates has developed a proprietary segmentation approach that uses demographic, psychographic, attitudinal, behavioral, and technographic data to produce 14 rich and detailed health consumer segments. The report also examines past and current consumer segmentation approaches and their adoption by healthcare organizations.</p>	<div style="display: flex; flex-wrap: wrap;"> <div style="width: 50%;"> <div style="background-color: #FF9900; color: white; padding: 5px; text-align: center; font-weight: bold;">Healthy and Engaged</div> <div style="background-color: #FF9900; padding: 2px; text-align: center; font-size: small;">Consumer Segments</div> <div style="padding: 5px;"> <p><b>Life Cruiser</b> <b>Independent Strivers</b> <b>Health Optimizers</b></p> </div> <div style="background-color: #FF9900; padding: 2px; text-align: center; font-size: small;">Characteristics</div> <div style="padding: 5px;"> <ul style="list-style-type: none"> <li>Eat right and exercise</li> <li>Healthy weight and no disease</li> <li>Affluent and educated</li> </ul> </div> </div> <div style="width: 50%;"> <div style="background-color: #008000; color: white; padding: 5px; text-align: center; font-weight: bold;">Young and Indifferent</div> <div style="background-color: #008000; padding: 2px; text-align: center; font-size: small;">Consumer Segments</div> <div style="padding: 5px;"> <p><b>Complacent Rule-breaker</b> <b>Casually Concerned</b> <b>Wellness Risk-taker</b></p> </div> <div style="background-color: #008000; padding: 2px; text-align: center; font-size: small;">Characteristics</div> <div style="padding: 5px;"> <ul style="list-style-type: none"> <li>Don't follow guidelines</li> <li>Still healthy</li> <li>Generally young</li> </ul> </div> </div> <div style="width: 50%;"> <div style="background-color: #008080; color: white; padding: 5px; text-align: center; font-weight: bold;">Challenged but Mindful</div> <div style="background-color: #008080; padding: 2px; text-align: center; font-size: small;">Consumer Segments</div> <div style="padding: 5px;"> <p><b>Savvy Engager</b> <b>Confident Boomer</b> <b>Tried and Helpless</b> <b>Lost Self-Achiever</b></p> </div> <div style="background-color: #008080; padding: 2px; text-align: center; font-size: small;">Characteristics</div> <div style="padding: 5px;"> <ul style="list-style-type: none"> <li>Face health challenges</li> <li>Follow healthy guidelines</li> <li>Many Silents (born &lt; 1945)</li> </ul> </div> </div> <div style="width: 50%;"> <div style="background-color: #4682B4; color: white; padding: 5px; text-align: center; font-weight: bold;">Unhealthy and In-denial</div> <div style="background-color: #4682B4; padding: 2px; text-align: center; font-size: small;">Consumer Segments</div> <div style="padding: 5px;"> <p><b>Health Struggler</b> <b>Ailing Underachiever</b> <b>Directionless Laggard</b> <b>Overconfident Resister</b></p> </div> <div style="background-color: #4682B4; padding: 2px; text-align: center; font-size: small;">Characteristics</div> <div style="padding: 5px;"> <ul style="list-style-type: none"> <li>Face multiple health challenges</li> <li>Have given up following rule</li> <li>Least affluent and least educated</li> </ul> </div> </div> </div> <p style="text-align: right; font-size: small;">© Parks Associates</p>
<p><b>Publish Date:</b> 2Q 16</p>	<p>“Consumerism in healthcare is a transformative trend and the U.S. healthcare industry is trying to adapt to it. Unfortunately, the healthcare industry has barely scratched the surface in understanding consumers,” said Harry Wang, Senior Research Director at Parks Associates. “Interest has been on the rise to apply more advanced consumer segmentation in a chronic care program or a broader population health management program. And our research features two years of survey work that identifies 14 digital health consumers with demographic, behavioral, and motivational attributes for healthcare clients to target, engage, and benchmark their consumer engagement efforts.”</p>

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# Consumerism of Healthcare: Effective Engagement through Segmentation & Personalization

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