

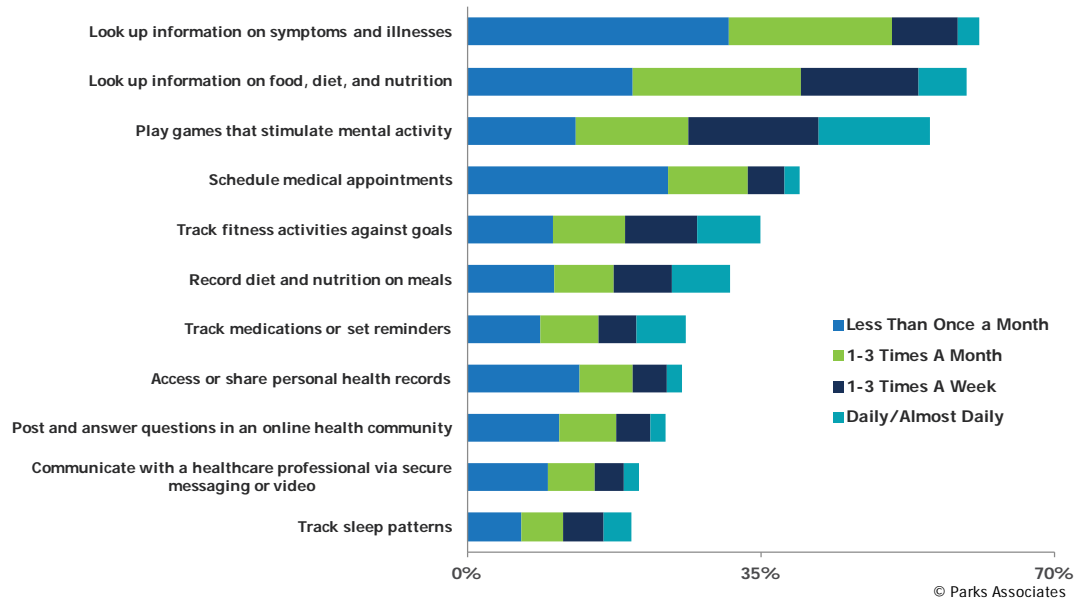
By **John Barrett**, Director, Consumer Analytics, **Yilan Jiang**, Manager, Consumer Research, **Harry Wang**, Director, Health & Mobile Research, **Jennifer Kent**, Director, Research Quality and Product Development, and **David Mitchel**, Research Analyst, **Parks Associates**

SYNOPSIS

Engaging Consumers for Healthy Living: Health Apps analyzes the adoption and use of health apps on smartphones and tablets as well as the use of health apps in conjunction with smart health devices. Particular attention is given to “master apps” that aggregate data from multiple other health apps. The research also gauges consumer demand for smart health apps among those not currently using them.

Use of Health Apps

Smartphone or Tablet Users in U.S. Broadband Households



ANALYST INSIGHT

“Although smartphones and tablets are the key platforms hosting smart health apps, it is clear the success of health apps will be tied to the success of stand-alone smart health devices.”

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

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About the Research

Previous Research

- Reasons for the Appeal of Health & Fitness Devices (Q4/14)
- 360 View: Health Devices and Services for Connected Consumers (Q3/14)
- Delivering Quality Healthcare to the Digital Home: The 2014 Edition (Q4/14)
- Wearable Computing: Fitness and Health in Style (Q3/14)
- Digital Health Consumers: A Lifestyle & Technology Segmentation (Q1/14)
- Prescribing Apps: Engaging Health Consumers (Q4/13)

Key Findings**Industry Insight****Recommendations****Overview of Health App Use:**

- Smartphone and Tablet Adoption (2010 – 2014)
- Smartphone App Downloads & Usage (2012 vs. 2014)
- Tablet App Downloads & Usage (2012 vs. 2014)
- Mobile App Usage (Q1/14)
- Use of Health Apps (Q4/14)
- Use of Health Apps with Digital Health Devices (Q4/14)
- Weekly Time Spent Using Smartphone Apps by Genre (Q1/14)
- Avg. Smartphone App Session by Genre (Q1/14)
- Interest in Health Apps (Q4/14)

Appeal of Master Health App

- Appeal of Health Master App (Q4/14)
- Appeal of Health Master App by Age (Q4/14)
- Appeal of Health Master App by Number of Health App Used Monthly (Q4/14)
- Appeal of Health Master App by Frequency of Health App Use (Q4/14)
- Appeal of Health Master App & Digital Health Device and App Use (Q4/14)

Additional Research from Parks Associates

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Executive Editor: Tricia Parks

Number of Slides: 41

Published by Parks Associates

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