

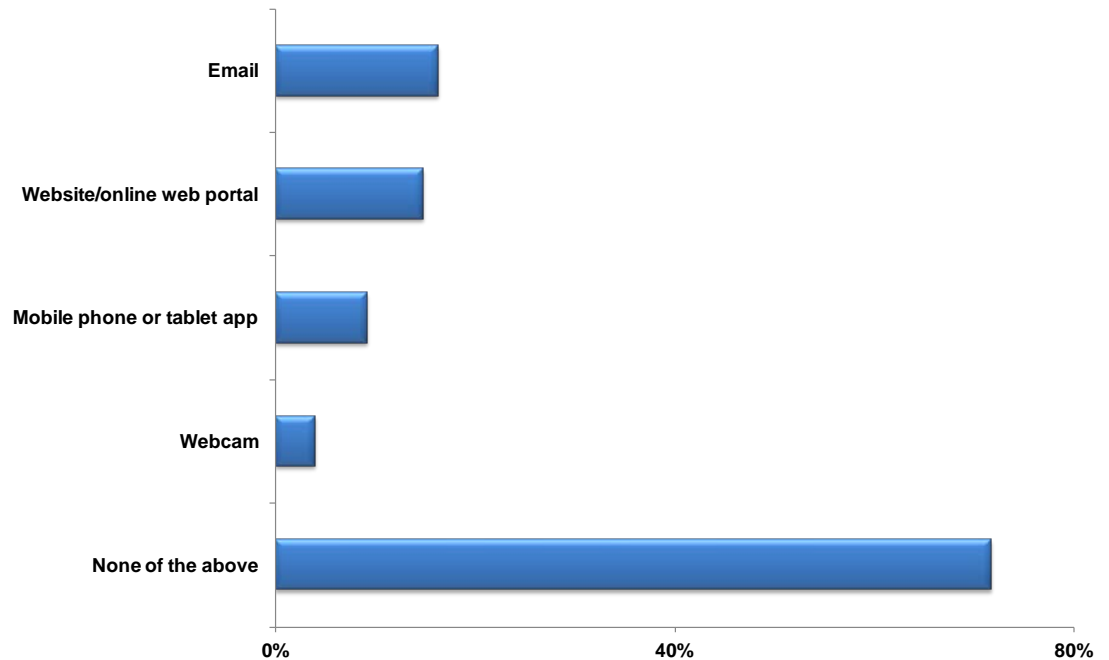
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SYNOPSIS

Online Communication Tools for Healthcare analyzes consumers who use online tools to communicate with healthcare professionals.

It identifies key use cases and how usage patterns differ by use case. Particular attention is given to those with chronic health conditions. The report also gauges willingness to use such tools among non-users.

Digital Method of Consulting a Healthcare Professional
(U.S. Broadband Households)



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ANALYST INSIGHT

“Consumers use online tools to communicate with just about everybody except healthcare professionals. This is a sign that the healthcare industry needs to catch up to modern expectations for communication. People are ready if the industry is willing.”

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

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Additional Research from Parks Associates

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