Connected Health Tracker: Effective Engagement through Segmentation & Personalization

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Synopsis
This health tracker presents an overview of the most recent Parks Associates digital health consumer segmentation research. It investigates segments’ perceptions of their health status, their overall health, their level of motivation in improving their health status, and how they prefer to be engaged. It also provides a breakdown on the segment composition of Medicare beneficiaries, those with multiple co-morbidities, and those with sleep issues, among others.

Publish Date: 3Q 17

"Healthcare is undergoing a transition from a traditional fee-for-service structure to more value-based care. As it does so, a growing emphasis is being placed on the industry’s ability to engage its patients and proactively manage care. Segmentation has long been a marketing gold standard – one that the healthcare industry can greatly benefit from," said Kristen Hanich, Research Analyst.

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