

RESEARCH AND ANALYSIS ON THE CONNECTED HEALTH MARKETS AND THE CONNECTED CONSUMER

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KEYNOTES

AUG 31—9:45 AM

Medtronic
Further, Together

Beyond Devices – Addressing the Diabetes Epidemic with Data and Services

Annette Brüls, President, Diabetes Service and Solutions, Medtronic

AUG 31—4:00 PM

Walmart

Connected Health & Retail – Re-imagining the Future of Preventative Care Delivery

Alex Hurd, Senior Director, Product Development, Growth and Payor Innovation - Health & Wellness, Walmart

SEPT 1—9:45 AM

SAMSUNG

Applying Digital Health Technology to Engage Patients and Consumers to Better Health

David Rhew, Chief Medical Officer and Head of Healthcare and Fitness, Samsung Electronics America

SEPT 1—11:45 AM

Humana Vitality

Strategies to Implement Effective Employer Wellness Programs

Stuart Slutzky, Chief Product Innovation, HumanaVitality

PARKS ASSOCIATES DIGITAL HEALTH RESEARCH

Healthcare Device Ownership and Usage

- 36% of U.S. broadband households own a connected health or wellness device; 13% own two or more.
- Adoption of connected healthcare devices has increased 40% since 2Q 2014.
- 8% of U.S. broadband households own a smart watch with digital health capabilities.
- 12% of U.S. broadband households own a digital pedometer or fitness tracker with Wi-Fi or Bluetooth connectivity.
- One-third of U.S. smartphone owners use an app to track diet and nutritional information.
- More than 20% of U.S. broadband households plan to buy a smart combination sensor in 2016.
- 40-45% of consumers with a chronic condition have used at least one health app.

Market Challenges and Opportunities

- The number of people 65-85 will account for more than 16% of the total population by 2025.
- Chronic disease accounts for more than 70% of total healthcare costs.

- More than 60% of U.S. broadband households have someone with a chronic condition.
- 75% of consumers with diabetes do not use a diabetes management app to view, track, and share their diabetic care behavioral data, while 25% do not even use a glucometer.
- Of the more than 60% of consumers in U.S. broadband households with a chronic condition, 11% do not have a primary care doctor at all.
- Over 75% of U.S. broadband households are interested in management tools and support for current health-related need.
- Nearly 50% of U.S. broadband consumers would like tools and support to help them lose weight, and over one-third are interested in products and services that can improve overall life quality.

Consumer-centric Wellness and Fitness Solutions

- Only 36% of U.S. consumers living in broadband households know that their employer offers a sponsored wellness program, and among them, more than half choose not to use it.

- 28% of U.S. broadband households are comfortable designing a care plan for themselves, and 27% are comfortable selecting a health monitoring device for personal use.
- 27% of current caregivers and 41% of future caregivers are very interested in a connected health app featuring medication lists with reminder functions.
- More than 25% of U.S. broadband households are interested in a health/wellness coaching service.
- Over 50% of consumers are aware of wellness benefits that come with their health insurance plan.

Caregivers and Connected Health Solutions

- More than 115 million Americans will require caregiving assistance by 2020.
- 27% of U.S. caregivers are ages 45-54, but this age group accounts for only 16% of the app users among caregivers.
- 40% of caregivers who do not use caregiving-related apps find an emergency alert feature "very appealing."

Disruption and Innovation in the Top-three Digital Health Markets – Webcast

This webcast provides insights on Virtual Care, Wellness Solutions, and Patient Communications and Education.

- Leading technologies and trends for the top digital health solution categories
- Winning business strategies of breakout players
- Growth outlook for innovations and venture funding trends

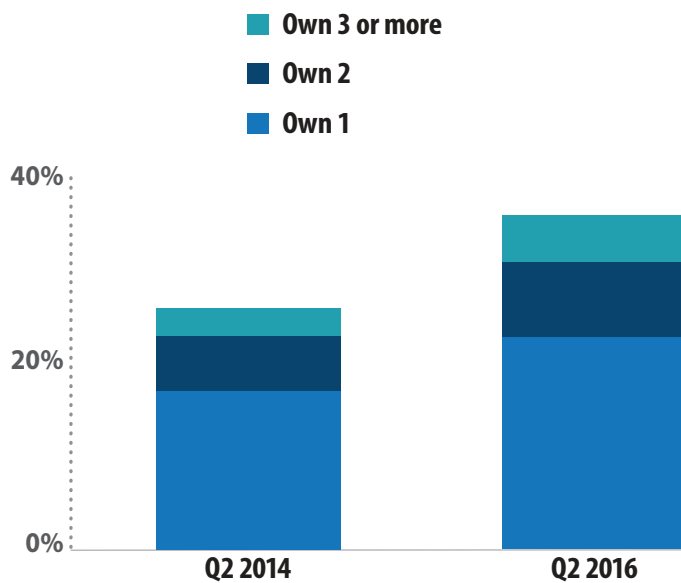
Download now to access the webcast audio and presentation:

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Connected Healthcare Devices Owned

U.S. Broadband Households



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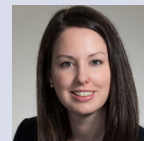
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