CONSUMER-CENTRIC WELLNESS & FITNESS SOLUTIONS

27% of U.S. broadband households own and use at least one connected health device.

6% of U.S. broadband households own and use a Wi-Fi or Bluetooth-connected fitness/activity tracking device.

13% of U.S. broadband households are very likely to purchase a connected health device in the next 12 months.

More than 32 million U.S. consumers will actively track their personal health & fitness online or via mobile by 2016.

The connected health and wellness solution market will generate almost $8 billion in revenue in 2018 from selling hardware, software/apps, and wellness services.

REMOTE HEALTH MONITORING FOR ACCOUNTABLE CARE

65% of U.S. broadband households will use some type of virtual care communications by 2018.

13% are interested in virtual tools to manage medications, and 15% are interested in post-surgery virtual monitoring.

The number of U.S. households using video consultations for their care needs will increase to 22.6 million in 2018.

22% of consumers in U.S. broadband households stored health information electronically in the past 12 months.

INDEPENDENT LIVING TECHNOLOGIES & SERVICES

Nearly 22 million U.S. broadband households currently either care for a family member with a chronic health condition or anticipate doing so in the near future.

The market for senior-focused independent living solutions will grow 11% annually on average for the next five years, generating $1.4 billion in service revenues in 2018.

By 2018, the total number of independent living service subscribers will be 4.3 million in the U.S., 650,000 in Canada, and 1.66 million in the U.K.

16% of consumers ages 65 and older in U.S. broadband households use at least one independent living solution; 30% find at least one solution “very appealing.”

INNOVATIVE CONVENIENCE CARE MODELS

42% of U.S. broadband households have used at least one online service offered by their doctors. The most common service, both in terms of use and availability, is the option to request a prescription refill online.

By 2018, almost 135 million consumers will benefit from care practices following the accountable care principles.

ACOs will generate nearly $1 billion in care management revenues this year.

The U.S. connected healthcare market will reach an aggregated value of over $30 billion by 2018.

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Consumer health segments:
Parks Associates has identified four consumer segments based on their health conditions and activities. Of all U.S. broadband households:

- 26% of consumers are healthy and engaged
- 25% are challenged but mindful
- 28% are unhealthy and in denial
- 21% are young and indifferent

www.parksassociates.com/health-segments

FREE RESOURCES

Whitepapers
Connected Health Opportunities for Service Providers
www.parksassociates.com/whitepapers/connected-health

Newsletters
Sign up for the Digital Health newsletter and more at www.parksassociates.com/newsletter

Parks Associates’ UPCOMING EVENTS

CONNECTIONS™ Europe
November 18-19, 2014
Amsterdam
CONNECTIONS.com

CONNECTIONS™ Summit at CES
January 6, 2015
Las Vegas, NV
CONNECTIONS Summit.com

SMART ENERGY SUMMIT
February 16-18, 2015
Austin, TX
SES2015.com

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