360 View: Health Devices and Services for Connected Consumers analyses the emerging market for connected health devices and online health services. It assesses current adoption levels, adoption drivers, and purchase intentions. Moreover, consumers with the most potential are identified through a segmentation based on current health conditions and health habits. Finally, the report investigates two submarkets for connected health services: caregivers and those seeking to live independently despite their health challenges.

Online Health Communication Services Offered by Consumers’ Doctors (U.S. Broadband Households)

<table>
<thead>
<tr>
<th>Service</th>
<th>Q2/2014</th>
<th>Q4/2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Request prescription refill online</td>
<td>0%</td>
<td>25%</td>
</tr>
<tr>
<td>Schedule/change an appointment online</td>
<td>25%</td>
<td>50%</td>
</tr>
<tr>
<td>Check lab results or view medical images (X-ray, CT scan)</td>
<td>50%</td>
<td>75%</td>
</tr>
<tr>
<td>Communicate with a doctor through email</td>
<td>75%</td>
<td>100%</td>
</tr>
<tr>
<td>View summary medical history online</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Check specific medical examination results online</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Take a patient satisfaction survey online</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Make a real-time video call with a doctor through the Internet</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

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ANALYST INSIGHT

“The market for connected health is distinct from the market for other ‘smart’ devices and services. Technology can make it easier for you to manage your health and fitness activities—it won’t necessarily motivate you to start exercising or eat right.”

— John Barrett, Director, Consumer Analytics, Parks Associates

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Previous Research

• Wearable Computing: Fitness and Health in Style (Q3/14)
Health Devices and Services for Connected Consumers

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- Virtual Care: Technologies and Business Models (Q1/14)
- Prescribing Apps: Engaging Health Consumers (Q4/13)
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Additional Research from Parks Associates

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