Consumerism of Healthcare: Effective Engagement through Segmentation & Personalization

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By Harry Wang, Senior Research Director, and Kristen Hanich, Researcher

Synopsis
This **Health Tracker** leverages Parks Associates’ digital health consumer survey data to inform healthcare providers of the best means to engage healthcare consumers through segmentation. Parks Associates has developed a proprietary segmentation approach that uses demographic, psychographic, attitudinal, behavioral, and technographic data to produce 14 rich and detailed health consumer segments. The report also examines past and current consumer segmentation approaches and their adoption by healthcare organizations.

**Publish Date:** 2Q 16

“Consumerism in healthcare is a transformative trend and the U.S. healthcare industry is trying to adapt to it. Unfortunately, the healthcare industry has barely scratched the surface in understanding consumers,” said Harry Wang, Senior Research Director at Parks Associates. “Interest has been on the rise to apply more advanced consumer segmentation in a chronic care program or a broader population health management program. And our research features two years of survey work that identifies 14 digital health consumers with demographic, behavioral, and motivational attributes for healthcare clients to target, engage, and benchmark their consumer engagement efforts.”

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Executive Editor: Jennifer Kent
Published by Parks Associates

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Dallas, Texas 75248

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