

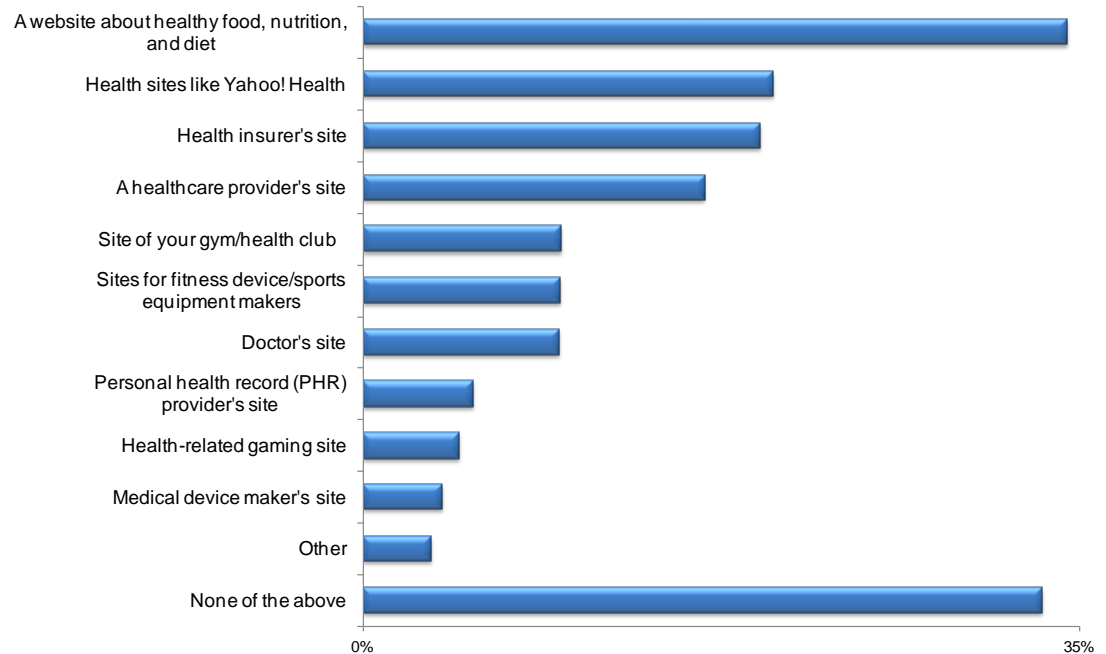
By **John Barrett**, *Director, Consumer Analytics*, and **Yilan Jiang**, *Manager, Consumer Research*, **Parks Associates**

**SYNOPSIS**

*Online Health Services* provides market analysis and recommendations for companies active in the digital health industry. It specifically examines consumer use of health-related websites and the demographic/health characteristics driving usage. It gauges the demand for additional online health services and the applications most likely to be welcomed by consumers.

This research is part of Parks Associates' **Digital Health** research service which analyzes market trends for health care technologies, services, and devices.

### Health-related Websites Visited in Past 12 Months (U.S. Broadband Households)



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**ANALYST INSIGHT**

“Consumers are turning to online health services for help with two distinct needs: fitness management and illness management. Not every person needs both, however, and the demand for each ability differs considerably.”

— **John Barrett**, *Director, Consumer Analytics*, **Parks Associates**

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**ATTRIBUTES**

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