



COVID-19 Impact on Telehealth and Independent Living

Methodology

Online Survey of 5,000 US Broadband Households, Fielded in April 2020

COVID-19 is impacting everyone's business. In the coming weeks, companies will be inundated with quick but questionable data points about how this incident impacts consumers' behavior and spending priorities.

Consumer technology industries, especially the digital health and independent living sectors, need thoughtful, strategic research that quantifies the impact of COVID-19 on the market *for the next several quarters*. As with previous public health incidents, the majority of economic impacts will come from changes and aversions in consumer behaviors. Their behavior and spending priorities will shift now and in the future, and this research will help address short- and long-term questions.

Key Focus: Telehealth, Connected Devices, and Independent Living

- **Quantify the immediate impact** of COVID-19 on household behaviors: main information sources, social distancing, impact on household health/illness, impact on work, kids, spending habits and outlook
- **Quantify consumer sentiment** on how local healthcare systems/professionals handled their needs during the COVID-19 crises and availability of online health-based services
- **Determine telehealth usage** – familiarity with and use of telehealth before/after COVID-19, experience with telehealth services, feedback on specific features, and future intention to use telehealth
- **Inquire on independent living solutions** - vulnerability and social isolation of seniors during COVID-19 and the use of/potential for connected health and connected home products to mitigate circumstances among both patients and caregivers
- **Determine impact of connected fitness solutions** – use of online fitness platforms as an alternative to gyms/fitness classes, with deep dive on those who trialed such services and their long-term plans for these solutions

Deliverables

Analysis & Survey Results PPT with 50-60 Slides

Banners with Final Survey Data

Access to Analysts



About Consumer Analytics

The Parks Associates Consumer Analytics team surveys more than 40,000 consumers in the U.S. and around the world each year to measure adoption, attitudes, and future purchase intentions for advanced products and services.