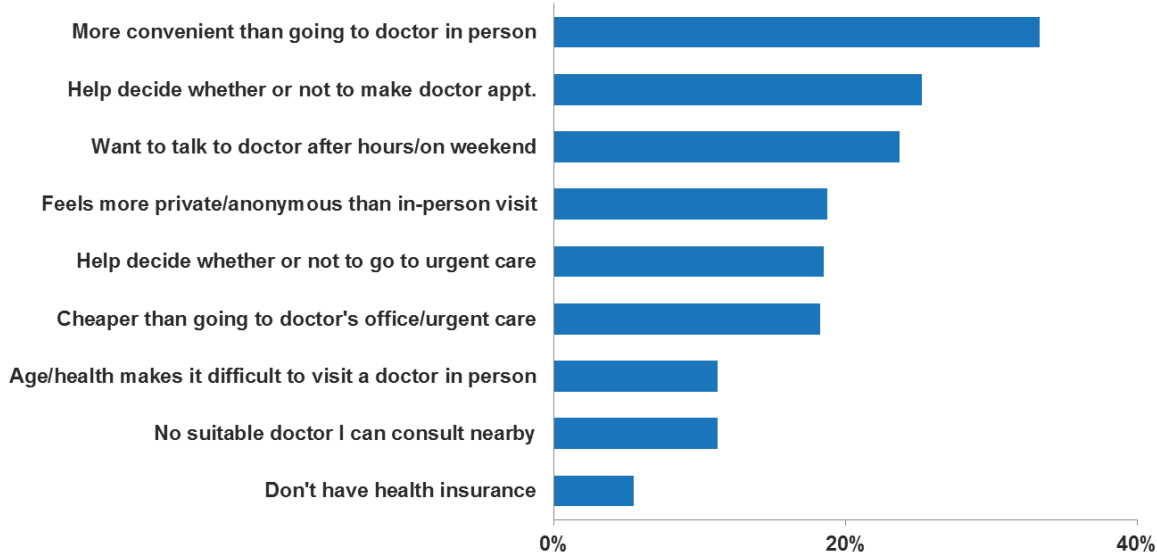


Reasons For Using Telehealth Services

US Broadband Households That Used Telehealth Service in Last 12 Months,



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**Consumer Analytics
Team**



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SYNOPSIS

This study examines the growing market of connected medical devices and investigates consumers' appetite for greater insight into their own wellbeing and solutions that enable them to better manage their health conditions. It assesses opportunities at the juncture of healthcare and home, including virtual visit services and remote patient monitoring programs.

ANALYST INSIGHT

“More than one-third of US heads of broadband households ages 65 and older are interested in telehealth services, although the majority of them have never used these services. Of seniors who have never used telehealth services, 44% believe an in-person appointment would provide better diagnosis and treatment, so to be successful, these solutions need to focus on that personal connection to ensure patients are comfortable with these innovations.”

— Kristen Hanich, *Senior Analyst*, Parks Associates

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ATTRIBUTES

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Published by Parks Associates

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