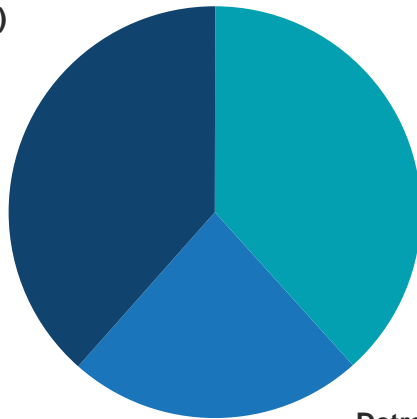


Net Promoter Score (NPS) for Most Commonly Used Wellness App

U.S. Respondents in Broadband Households who use a Wellness/Fitness/Diet App

Passives (Rating 7-8)



Promoters (Rating 9-10)

Detractors (Rating 0-6)

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SYNOPSIS

360 View: Empowering Healthcare Consumers examines consumer needs, behaviors, and preferences in healthcare engagement and technology. It explores consumer health needs and management for chronic conditions and personal wellness, analyzes consumer adoption and use of digital health devices and applications, and provides insight into how consumers prefer to work with healthcare providers in addressing health challenges.

ANALYST INSIGHT

“Our greying generation is embracing aging and retirement with high expectations, and home is their preferred place to enjoy this aging journey. Translating this expectation into affordable, smart, and healthy home living experiences requires collaborations from multiple industry sectors that include healthcare, insurance, and smart home.”

— Harry Wang, *Senior Research Director*, Parks Associates

Number of Slides: 102

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- Consumer Attitudes Towards Managing Personal Health (2016 vs. 2017)
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