Shopping For Care: Insights from Consumers

Description: Because of the health reforms and payment model changes, the healthcare industry is incentivized to engage their patients outside of traditional healthcare settings. This 360 View Update analyzes consumer attitudes and preferences about making care choices and decisions and provides guidance to healthcare stakeholders regarding how to communicate and engage with consumers for self-care and support.

This research also introduces Parks Associates' 14 digital health consumer segments and contrasts their differences in attitudes and needs.

Key Topics:
- Overview of current connected health device adoption among U.S. broadband households
- Comparison of consumer comfort level with self-care by health segment
- Tools and support consumers need when making healthcare decisions
- Breakdown of consumer attitudes towards health management by segment

Research Benefits:
- Analyzes consumer comfort in self-care by connected healthcare device ownership
- Identifies which care-related tasks consumers are most/least comfortable with making
- Evaluates consumer interest in health and wellness coaches
- Provides guidance to healthcare stakeholders regarding how to communicate and engage with consumers for self-care and support

Contents:
1. About the Research
2. Previous Research
   - 360 View: Empowering Healthcare Consumers (Q4/15)
   - Wearables for Health: Innovations & Disruptions (Q3/15)
   - Patient Portal: Engaging Consumers (Q2/15)
   - Smart Home Platforms for Health (Q2/15)
   - Digitally Fit: Products and Services for Connected Consumers (Q1/15)
3. Key Findings
4. Industry Insight
5. Recommendations
6. Trends in Connected Healthcare Device Ownership:
   - % of U.S. Broadband Households Using At Least One Connected Healthcare Device by Age (2013 - 2015)
7. Consumer Attitudes Towards Self-Care and Overall Attitudes Towards Care Tasks:
   - Comfort with Completing Health Activities (Q3/15)
   - Comfort with Self Care Activities, for those with Chronic Conditions (2014 - 2015)
   - Comfort with Self Care Activities, by Chronic Conditions (Q3/15)
   - Comfort in Self Care by Number of Chronic Conditions (Q3/15)
   - Comfort in Self Care by Connected Healthcare Device Ownership (Q3/15)
   - Potential Tools That Create More Comfort in Selecting a Health Monitoring Device (Q3/15)
   - Potential Tools That Help Create Understanding of Health Insurance Benefits (Q3/15)
   - Information That Creates More Comfort in Selecting a Care Provider or Facility (Q3/15)
   - Interest in Using Health/Wellness Coaches (Q3/15)
8. Consumer Attitudes Towards Health Management & Well Being by Segment:
- Health Management Attitudes by Health Group (Q3/15)
- Healthy & Engaged: Health Management Attitudes by Segment (Q3/15)
- Young & Indifferent: Health Management Attitudes by Segment (Q3/15)
- Challenged but Mindful: Health Management Attitudes by Health Segment (Q3/15)
- Unhealthy & In Denial: Health Management Attitudes by Health Segment (Q3/15)

9. Consumer Comfort Level with Self-Care Activities:
- Comfort with Health Management and Administrative Activities by Health Groups (Q3/15)
- Healthy & Engaged: Comfort with Health Management Activities by Segment (Q3/15)
- Young & Indifferent: Comfort with Health Management Activities by Segment (Q3/15)
- Challenged but Mindful: Comfort with Health Management Activities by Segment (Q3/15)
- Unhealthy & In-Denial: Comfort with Health Management Activities by Segment (Q3/15)

10. Tools & Support Needed for Selecting Health Monitoring Devices:
- Potential Tools That Create More Comfort Selecting a Health Monitoring Device by Group (Q3/15)
- Challenged but Mindful: Potential Tools That Create More Comfort Selecting a Health Monitoring Device by Segment (Q3/15)
- Unhealthy and In-Denial: Potential Tools That Create More Comfort Selecting a Health Monitoring Device by Segment (Q3/15)

11. Tools & Support Needed for Understanding Health Insurance Benefits:
- Potential Tools That Support Understanding of Health Insurance Benefits by Group (Q3/15)
- Young & Indifferent: Potential Tools That Support Understanding of Health Insurance Benefits by Segment (Q3/15)
- Challenged but Mindful: Potential Tools That Support Understanding of Health Insurance Benefits by Segment (Q3/15)
- Unhealthy & In-Denial: Potential Tools That Support Understanding of Health Insurance Benefits by Segment (Q3/15)

12. Tools & Support Needed for Selecting a Care Provider/Facility:
- Potential Information That Helps Increase Comfort in Selecting a Care Provider/Facility by Group (Q3/15)
- Healthy & Engaged: Potential Information That Helps Increase Comfort in Selecting a Care Provider/Facility by Segment (Q3/15)
- Young & Indifferent: Potential Information That Helps Increase Comfort in Selecting a Care Provider/Facility by Segment (Q3/15)
- Challenged but Mindful: Potential Support That Help Increase Comfort in Selecting a Care Provider/Facility by Health Segment (Q3/15)
- Unhealthy & In Denial: Potential Support That Help Increase Comfort in Selecting a Care Provider/Facility by Health Segment (Q3/15)

13. Interest in Health and Wellness Coaches:
- Interest in Using Health/Wellness Coaches by Group (Q3/15)
- Interest in Using Health/Wellness Coaches by Segment (Q3/15)

Ordering:
- Order Online - [http://www.researchandmarkets.com/reports/3608779/](http://www.researchandmarkets.com/reports/3608779/)
- Order by Fax - using the form below
- Order by Post - print the order form below and send to
  Research and Markets,
  Guinness Centre,
  Taylors Lane,
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Shopping For Care: Insights from Consumers
Web Address: http://www.researchandmarkets.com/reports/3608779/
Office Code: SCBRYR5V

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Electronic (PDF) - Single User</td>
<td>USD 5000</td>
</tr>
<tr>
<td></td>
<td>Electronic (PDF) - Enterprisewide</td>
<td>USD 7500</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [Mr] [Mrs] [Dr] [Miss] [Ms] [Prof]
First Name: __________________________ 
Last Name: __________________________
Email Address: * ________________________________
Job Title: ________________________________
Organisation: ________________________________
Address: ________________________________
City: ________________________________
Postal / Zip Code: ________________________________
Country: ________________________________
Phone Number: ________________________________
Fax Number: ________________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: _________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World