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

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