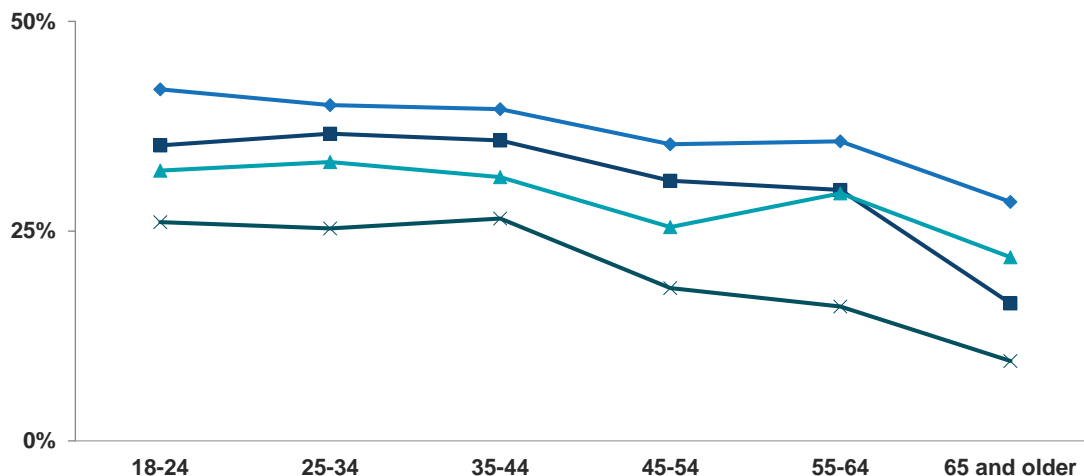


Interest in Communicating Digitally with Medical Professionals by Age U.S. Broadband Households

— Phone call or online voice chat — Online video chat on a computer — Secure email — Text message



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SYNOPSIS

360 View Update: On Demand Care presents an overview of consumer trends in on-demand virtual care, including visiting physician services and remote care. It examines the types of services consumers are most interested in, the demographics reporting the greatest interest in said services, and self-reported consumer satisfaction rates. The research pays special attention to consumer interaction preferences and usage of digital communication technologies for on-demand care.

ANALYST INSIGHT

“The care market is changing rapidly as traditional providers begin to embed on-demand virtual care technologies into their current care practices. Traditional health IT vendors such as EMR and practice management software makers see an opportunity to enter the market, sometimes rivaling and sometimes partnering with independent virtual care solution providers. As value-based care continues to pick up steam, this trend will accelerate in the coming years.”

— Kristen Hanich, *Researcher*, Parks Associates

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