

Research and Analysis on Independent Living, Consumerization of Healthcare, and Connected Innovations

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KEYNOTES & SPECIAL SESSION

AUG 29—9:45 AM



Smart Solutions for Connected Living at Home and in Communities

Shawn Barry, VP, Strategic Sale, Alarm.com

AUG 29—11:45 AM



The Power of Collaboration: Health Plan Innovation Plus Advanced Connected Solutions

JC Kyrillos, Senior Vice President and General Manager, Qualcomm Life

AUG 29—2:00 PM



Improving Patient Outcomes through Simplified Remote Engagement

Alistair Chatwin, Vice President, DISH Business

Kian Saneii, Founder & CEO, Independa, Inc.

AUG 29—4:00 PM

UBER

Using Technology to Remove Transportation as a Barrier to Care

Jay Holley, Head of Partnerships, Uber Health

AUG 30—9:45 AM



The Optimistic Future of AI in Healthcare

Deborah DiSanzo, General Manager, IBM Watson Health

AUG 30—12:00 PM



Responding to the Voice of the Healthcare Consumer

Sunita Mishra, Chief Executive, Express Care, Ambulatory Care Division, Providence St. Joseph Health



DIGITAL HEALTH RESEARCH

Connected Health Device

- 46% of U.S. broadband households now own a connected health device, such as a digital pedometer, smart watch, or a digital weight scale
- 19% of U.S. broadband households now own 2+ connected health devices, a modest increase from 16% in 2017

Smart Watch

- 23% of U.S. broadband households own a wrist-worn connected health devices
- 75% of smart watch owners and 68% of fitness tracker owners report using their device on a daily basis

Apps

- 13-15% of U.S. broadband households are "very interested" in data-driven health such as an app that collects vital signs or a digital health coach service

- 28% of U.S. broadband households use a health, medical, or wellness app
- More than one-fourth of U.S. broadband households use an app to track or manage their health or wellness, with adoption highest among consumers ages 18-34
- 40% of current app users have two or more health-related apps they use

Independent Living

- 17% of U.S. broadband households interested in purchasing an independent living system
- 50% of independent living system consumers would prefer to purchase the system from a company specialized in independent living, while nearly 25% would prefer to buy from a home security service provider
- 50% of caregivers are interested in home independent living features for family members

- ~ 40-50% of U.S. caretakers are very interested in home independent living features for family members, including 45% who are very interested in a home system that senses emergencies and alerts them and/or first responders
- 42% of consumers 50 and older are very interested in home systems that sense emergencies

Sleep

- 57% of consumers in U.S. broadband households report having at least one sleep problem
- ~29 million U.S. broadband households own a sleep tracking product today and more than 50% are willing to buy a sleep tech product, such as mattresses with embedded sleep sensors or wrist-worn wearables with sleep tracking features.

Consumers, health systems, payers, and others in the healthcare industry have come to the realization that technology, when properly deployed, can drive positive outcomes. The rise of information technology, combined with changes to the economic models in our healthcare system, has driven a shift to a more consumer-centric approach in this market. As a result, connected health and wellness features have an increasingly prominent role on consumer technology platforms, including the smartphone, the smart watch, and other wearables, while technology leaders and home services providers are developing their own connected health strategies, including partnerships with payers, providers, and employers.

Rising adoption of connected health devices is not surprising, given that, close to 60% of consumers have at least one chronic condition and 57% report a sleep problem. Combine these conditions with the greying of America, and the healthcare markets are experiencing ever-increasing demand for smart home, independent living, and connected healthcare solutions.

Remote and Virtual HealthCare

- ~60% of U.S. broadband households are interested in remotely interacting with medical professionals under certain circumstances but they would strongly favor solutions that provide real-time communication
- Nearly 40% of U.S. broadband households are interested in communicating digitally with medical professionals via phone call or online voice chat, while nearly one-third are interested in online video chat and a similar percentage are interested in secure email.

The disparity between need and usage in these data points shows there is still much room for this market to grow. To do so, all players will have to continue working to overcome inhibitors such as physician reluctance to embrace consumer health solutions or the difficulty of sustaining consumer engagement with health and wellness products.

Connected Health Summit is designed to provide the latest consumer data and trends as well as the best strategies to engage consumers with connected health solutions. **Our core focus is on independent living solutions using emerging smart home innovations in order to help patients and caregivers, save costs, and ultimately improve the healthcare experience for this growing portion of our population.**

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