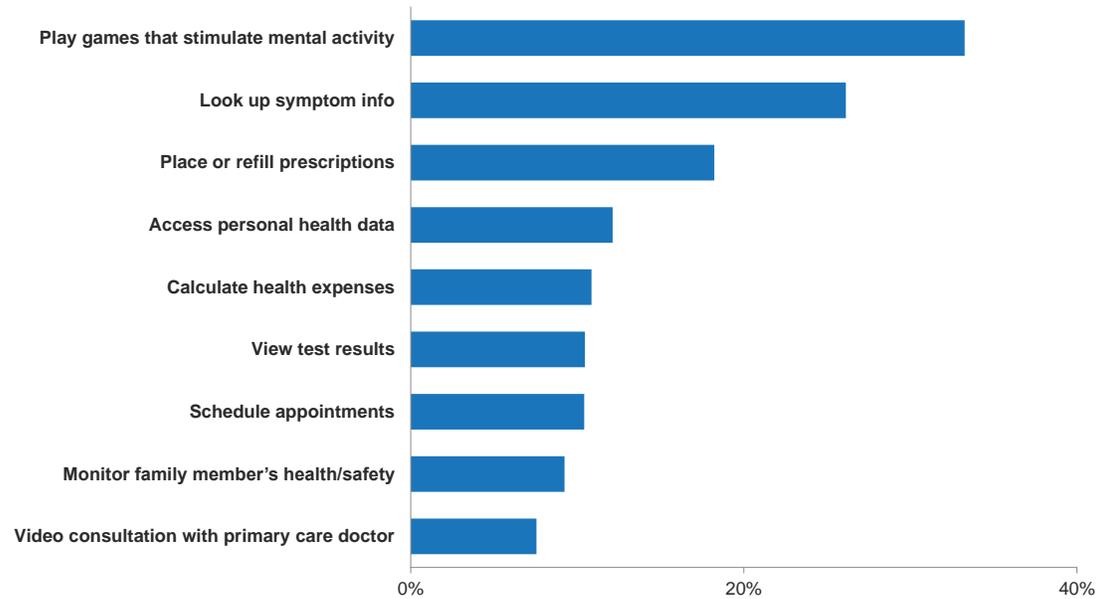


By **John Barrett**, Director, Consumer Analytics, **Yilan Jiang**, Manager, Consumer Research, **Harry Wang**, Director, Health & Mobile Product Research, and **David Mitchel**, Research Analyst, **Parks Associates**

SYNOPSIS

Patient Portal: Engaging Consumers analyzes the use of healthcare portals including who is using such portals, what activities are done on health portals, and who is providing the portals that are used. The research also investigates the demand for health portals and inhibitors to portal use.

Monthly Use of Health Portals U.S. Broadband Households



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ANALYST INSIGHT

“Companies in the health space can benefit by educating clients and encouraging them to maintain a healthier lifestyle by expanding the capabilities of their portal sites.”

— **John Barrett**, Director, Consumer Analytics, **Parks Associates**

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About the Research

Previous Research

- Smart Home Platforms for Health (Q2/15)
- Digitally Fit: Products and Services for Connected Consumers (Q1/15)
- Engaging Consumers for Healthy Living: Health Apps (Q4/14)
- Reasons for the Appeal of Health & Fitness Devices (Q4/14)
- Delivering Quality Healthcare to the Digital Home: The 2014 Edition (Q4/14)
- 360 View: Health Devices and Services for Connected Consumers (Q3/14)

Key Findings**Industry Insight****Recommendations****Segmentation Overview:**

- Health Segments (Q2/14)
- Segment Demographic Profiles

Health Portal Use:

- Total Number of Monthly Health Portal Activities (Q4/14)
- Monthly Health Portal Activities (Q4/14)
- Monthly Use of Web Portals by Children at Home (Q4/14)
- Use of Health Portals (Q4/14)
- Breakdown of Portal Users by Age and Type of Portal (Q4/14)
- Breakdown of Portal Users by Gender and Type of Portal (Q4/14)
- Total Number of Health Portals Used (Q4/14)
- Type of Portal Used for Top Health Portal Activities (Q4/14)
- Health Portal Activities Conducted Primarily Through Doctor Portals (Q4/14)
- Type of Portal Used to Calculate and Compare Health Expenses (Q4/14)
- Health Portal Activities by Ownership of Digital Health Devices (Q4/14)

Demand for Health Portals:

- % Very Interested in Using Health Portal Activities and Current Use of Health Portals (Q4/14)
- Interest in Health Portal Activities (Q4/14)
- Top Interest in Health Portals by Age (Q4/14)
- Interest in Health Portals by Digital Health Device Ownership (Q4/14)
- Interest in Health Portal Activities by Total Number of Health Portals Used (Q4/14)

Health Portals vs. Apps:

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- Monthly Use of Health Portals and Apps by Age (Q4/14)
- Comparison of Monthly App Use and Portal Use by Activity (Q4/14)
- Frequency of Use of Health Apps vs. Health Portals by Activity (Q4/14)

Percentage of Non-Users Interested in Using Health Apps or Portals by Activity (Q4/14)

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Additional Research from Parks Associates

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