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Abstracts

Parks Associates analyzes the business opportunities and future potential for digital solutions in the health and wellness markets through this service.

Parks Associates follows the digital/mobile health market throughout the year, analyzing healthcare innovations and researching the impact of technology on homecare delivery, medical professionals and consumers, payers, employers, government policies, and health service providers. The research firm also examines the influence of these entities on future market and technological developments.

Parks Associates' digital health technology coverage includes analysis of four major industry segments.

Telehealth (Home Health Monitoring Technology and Services): Remote monitoring of vital signs for chronic disease management through broadband and mobile technologies, usually in collaboration with care providers, device makers, software developers and telecom service providers

Telecare (Independent Living Technologies and Services): Assistive care services that leverage the fixed and mobile telecommunication infrastructure to help seniors live safely and healthily and allay anxiety among family members

Wellness & Fitness: Digital and mobile products and services that help drive preventive and self-care behaviors in fitness, diet, health screening, lifestyle improvement, etc.

e-Health Solutions: Broadband and mobile Internet-based applications and services for providers and consumers, including electronic medical and personal health records, e-Visits, and consumer education e-portals and communities

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