

# Digitally Fit: Products and Services for Connected Consumers

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## Abstracts

Digitally Fit: Products and Services for Connected Consumers analyzes the adoption and use of Internet-enabled healthcare and fitness devices. It highlights adoption trends for these devices and gauges current use of health apps in conjunction with these devices. It also explores privacy concerns as a potential inhibitor to smart health device adoption and the extent to which privacy guarantees can alleviate such concerns. Finally, it assesses consumer willingness to share data generated by smart health devices and the potential for various incentives to boost consumer willingness to share data.

## Key Topics

Detailed overview of current connected health device adoption among U.S. broadband households

Impact of corporate discounts on adoption levels and usage of health/fitness apps

In-depth analysis on features and services consumers want most in connected health devices

Market recommendations for device manufacturers, app developers, and service providers

## Research Benefits

Highlights adoption trends for connected health and fitness devices

Gauges consumer use of health apps in conjunction with connected devices

Explores privacy concerns as a potential inhibitor to smart health device adoption

Assesses consumer willingness to share personal data generated by smart health devices

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### **ABOUT THE RESEARCH**

### **PREVIOUS RESEARCH**

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)

Wearable Computing: Fitness and Health in Style (Q3/14)

Digital Health Consumers: A Lifestyle & Technology Segmentation (Q1/14)

### **KEY FINDINGS**

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Discounts as Incentives to Share Data From Connected Healthcare Devices that Track Vital Signs by Device Owned (Q4/14)

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