

# Engaging Consumers for Healthy Living: Health Apps 4Q 2014

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## Abstracts

Engaging Consumers for Healthy Living: Health Apps analyzes the adoption and use of health apps on smartphones and tablets as well as the use of health apps in conjunction with smart health devices. Particular attention is given to “master apps” that aggregate data from multiple other health apps. The research also gauges consumer demand for smart health apps among those not currently using them.

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### ABOUT THE RESEARCH

### PREVIOUS RESEARCH

Reasons for the Appeal of Health & Fitness Devices (Q4/14)  
360 View: Health Devices and Services for Connected Consumers (Q3/14)  
Delivering Quality Healthcare to the Digital Home: The 2014 Edition (Q4/14)  
Wearable Computing: Fitness and Health in Style (Q3/14)  
Digital Health Consumers: A Lifestyle & Technology Segmentation (Q1/14)  
Prescribing Apps: Engaging Health Consumers (Q4/13)

### KEY FINDINGS

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## ADDITIONAL RESEARCH FROM PARKS ASSOCIATES

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