

# Shopping For Care: Insights from Consumers

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## Abstracts

Because of the health reforms and payment model changes, the healthcare industry is incentivized to engage their patients outside of traditional healthcare settings. This 360 View Update analyzes consumer attitudes and preferences about making care choices and decisions and provides guidance to healthcare stakeholders regarding how to communicate and engage with consumers for self-care and support.

This research also introduces Parks Associates' 14 digital health consumer segments and contrasts their differences in attitudes and needs.

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Wearables for Health: Innovations & Disruptions (Q3/15)

Patient Portal: Engaging Consumers (Q2/15)

Smart Home Platforms for Health (Q2/15)

Digitally Fit: Products and Services for Connected Consumers (Q1/15)

Delivering Quality Healthcare to the Digital Home: The 2014 Edition (Q4/14)

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