



Consumer Use of Personal Health and Monitor Devices Show Signs of Increasing, Albeit Moderately
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IDC Health Insights conducted an online survey of consumers regarding their attitudes toward using and purchasing various connected health technologies and services, including personal health and fitness monitoring. Use of these devices is increasing, albeit moderately, with the primary motivator being to manage a chronic, life threatening or acute condition.

Respondents were sent an email invitation to participate in an online survey that asked them about their current use, as well as their willingness to use (if not a current user) and pay for the following connected health technologies:

- Personal health and fitness monitoring
- Mobile health applications
- Medical care in non-traditional settings (e.g., online care, video conferencing retail clinics.)
- Personal health records
- Independent living or aging in place technologies

Approximately 1,200 consumers responded to the survey which was fielded between February 18 and 23, 2011.

Three key findings from the recently published report entitled *Consumer Attitudes Toward Personal Health and Fitness Monitoring* are:

- Despite the high prevalence of chronic diseases among the survey respondents, utilization of any personal health and monitoring device is relatively low; 15.3% use a device for either monitoring their fitness (6.2%) or health conditions (9.1%).
- However, adoption of personal monitoring devices is slowly increasing. In a 2009 survey 8% of respondents indicated that they currently use a device, 4% reported not using one now, but did in the in the past 12 months, and 88% reported that they never have used a personal health device. (The survey did not break out health versus fitness devices).
- More education is required to alert consumers about the availability of wired or wireless personal health and fitness monitoring devices. Only 13.4% of respondents use such devices and 10.5% do not know whether their devices are wired/wireless or standalone.

Future reports will examine consumer attitudes regarding the other connected health technologies. If you are interested in more information about the survey data, the forthcoming research or custom cuts of this survey data, please feel free to contact me at ldunbrack@idc.com.

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