

## UNDERSTANDING

Digital Connection with Consumer/Healthcare Decision Makers

## OVERVIEW



2 Independent Online Surveys:  
Consumer (n=1,235)  
Healthcare (n=1,568)



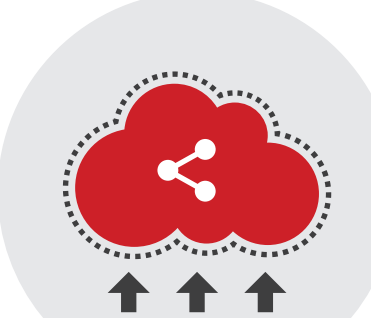
Subsamples matching Collaborative member companies' target consumers

## CONTEXT

Establishing Digital Context is Key to Achieving Connection with Users

Consumers can be grouped by their willingness to share data:

HIGH COMFORT



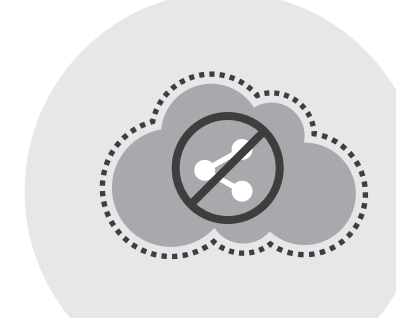
COMFORT



RELUCTANT



NO COMFORT



High Comforts want to feel empowered by digital engagement

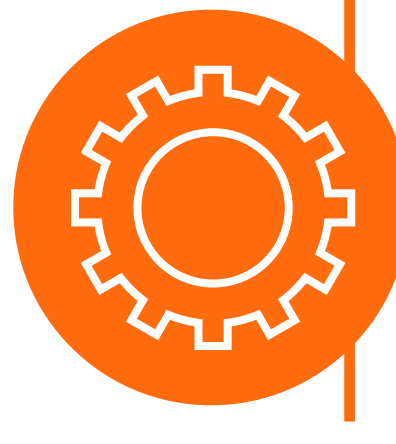
No Comforts find smart technology unsettling and do not believe it will work for them

Digital comfort increases partly by choice and as a result of engagement with digital content

## IMPLICATIONS ACROSS STUDIES



Highly personal, tangible benefits from digital engagement concepts find broad appeal from High Comfort through Reluctant consumers



Those higher in the Comfort spectrum want a brand that is individualized to fit their preferences in addition to traditional benefits such as value and quality



People are more willing to share data to optimize their experience in a medical situation vs. a consumer situation

As healthcare experiences drive more digital interactions, **will these interactions increase comfort with digital context across the spectrum?**