

# Consumers and the human experience



## Consumers are helping to accelerate the pace of change in health care in parts of the world:



- Showing greater activity and engagement
- Using virtual visits more than ever before and plan to continue using them
- Using technology for health monitoring
- A trusted clinician relationship remains paramount

Consumers using virtual visits rose from **15%** to **19%** from 2019 to early 2020; this jumped to **28%** in April 2020.

**80%** of consumers say they are likely to have another virtual visit, even post COVID-19.

### How are consumers using technology?

- Monitor their health
- Measure fitness
- Prescription ordering



Among individuals who track their health, more than **75%** say it changes their behavior at least moderately

Organizations will need strategies to build trust to make consumers feel comfortable sharing their personal health data.

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