



**ACCENTURE 2018
CONSUMER SURVEY
ON DIGITAL HEALTH**
VIDEO TRANSCRIPT

KIP WEBB, M.D., M. P.H
MANAGING DIRECTOR, HEALTHCARE PROVIDER PRACTICE

Accenture 2018 Consumer Survey on Digital Health is our latest in a series of surveys that explore patient attitudes on a variety of issues including information technology, healthcare modernization and service innovation. This year's survey included almost 8,000 patients from seven countries around the world, including over 2,300 consumers in the United States.

The top three takeaways from this year's survey were first, that the overwhelming majority of American healthcare consumers believe that information technology is important to the management of their health and disease. The second is that American healthcare consumers are adopting technologies at a rapid clip, showing a 30 to 80 percent increase from when we performed the survey just two years ago. And the third is that American consumers show a surprising sophistication when it comes to newer technologies such as artificial intelligence, virtual care and robotic.

What we found is that American consumers love technology for the management of their own health and wellness. What we are seeing increasingly however, is the rate-limiting step in us making that more broadly available is the form factor – delivering it to the on devices that work with their capacity to understand how those devices work. Once we can design these technologies, then we will see it in even greater impact in the way healthcare consumers are using technology, and the effectiveness of it in managing their health and wellness.

*Copyright © 2018 Accenture
All rights reserved.*

*Accenture, its logo, and
High Performance Delivered
are trademarks of Accenture.*