

Insight Driven Health The Next eHealth Wave for Silver Surfers: Health Management

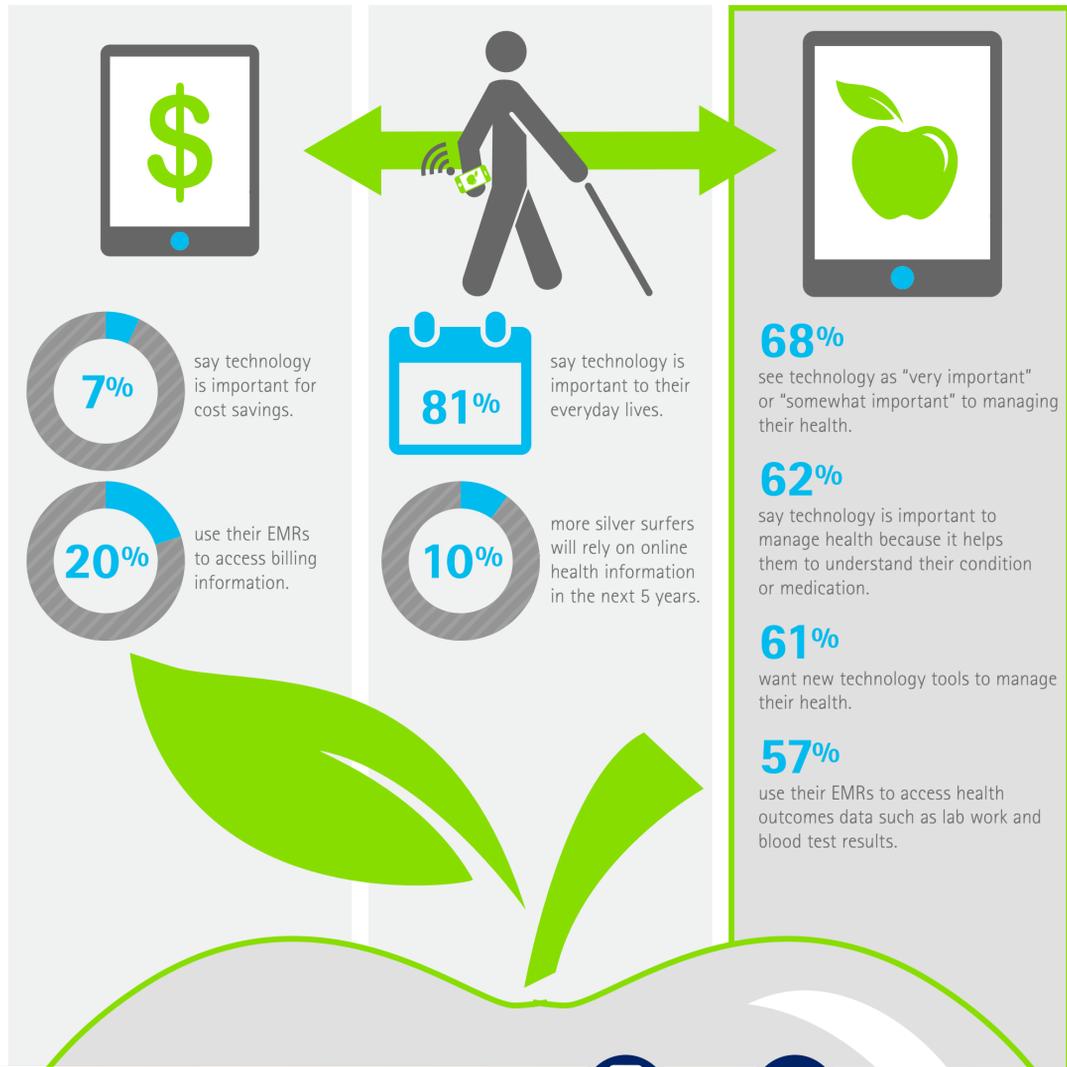
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Think seniors shy away from digital? Meet silver surfers—digital-savvy seniors who use technology in their everyday lives. According to the Accenture 2014 Patient Engagement Survey, silver surfers want to use ehealth for health management—a preference that makes them a desirable group for Medicare plans.

HEALTH NOT MONEY



Silver surfers are likely to use ehealth tools to manage their health more than their healthcare costs.



FROM eHEALTH TO ME HEALTH



Silver surfers' use of ehealth for health management can mean healthier behaviors—and sometimes—healthier people.



For seniors who consider technology to be "very important" in health management, last year:



THE FEELING IS MUTUAL



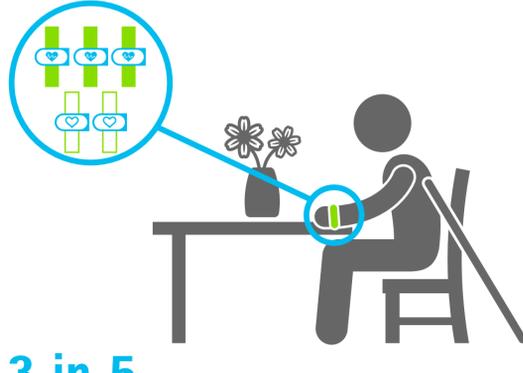
Silver surfers want digital health management tools, and the market is increasing its investment in them.

Digital start-ups are hot on seniors.



Start-up investment in vitals monitoring for the 50+ market grew to \$266 million in 2013, which was more than 2011 and 2012 combined.¹

Seniors are hot on digital tools.



3 in 5 seniors are willing to wear a health monitoring device to track vital signs.

IDEAS FOR ACTION



Health plans must rethink how they integrate digital into care planning for seniors.

1. Drop one-size-fits-all strategies.
2. Identify digital opportunities to encourage healthy activities.
3. Increase engagement and support complex care coordination.
4. Complement—never substitute—the human touch in healthcare.

Digital tools that improve outcomes can help health plans in accountable care organization models to protect against the downside risks of value-based payments.

¹ Digital Health Insights Report for the 50+ Market, 2013 Q3 YTD, <http://www.slideshare.net/fullscreen/sanjaykhurana101/digital-health-insights-report-for-the-50-market/1>

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Methodology

Accenture conducted a survey of 10,730 individuals in 10 countries (Australia, Brazil, Canada, Italy, Japan, Norway, Singapore, Spain, United Kingdom and the United States) including about 350 US seniors, ages 65+. About 300 of these US seniors were receiving Medicare benefits. The survey was conducted between February 18-March 16, 2014 by Penn Schoen Berland (PSB).

Download The Next eHealth Wave for Silver Surfers: Health Management to learn more.