

Physician Perspectives and Predictions of Connected Health in 2015



Introduction

Connected health technology is changing the roles of providers and patients, giving patients the tools to be on the driving end of healthcare like never before. We surveyed over physicians across a variety of specialties, ages, and practice sizes to understand their vision of the future of connected health, as well as the implications to adoption

Results of the survey were compared to similar surveys we conducted in the previous year.

Research Methodology

As part of an ongoing research program, MedData Group regularly surveys physicians across specialties, ages, and practice sizes from around the U.S. to gauge physician perceptions, challenges, and behaviors. The results of these findings are intended to provide healthcare professionals with insights into physician trends and opinions.

This report includes results from a survey conducted by MedData Group in February 2015 and comprises a total of 171 survey responses.



Insights into the Benefits and Challenges of a Connected Health Environment

Age 40 and under:

67%

of physicians **age 40 and under** believe that we will achieve a fully connected healthcare technology environment

in the next
1-5 years

Above age 40:

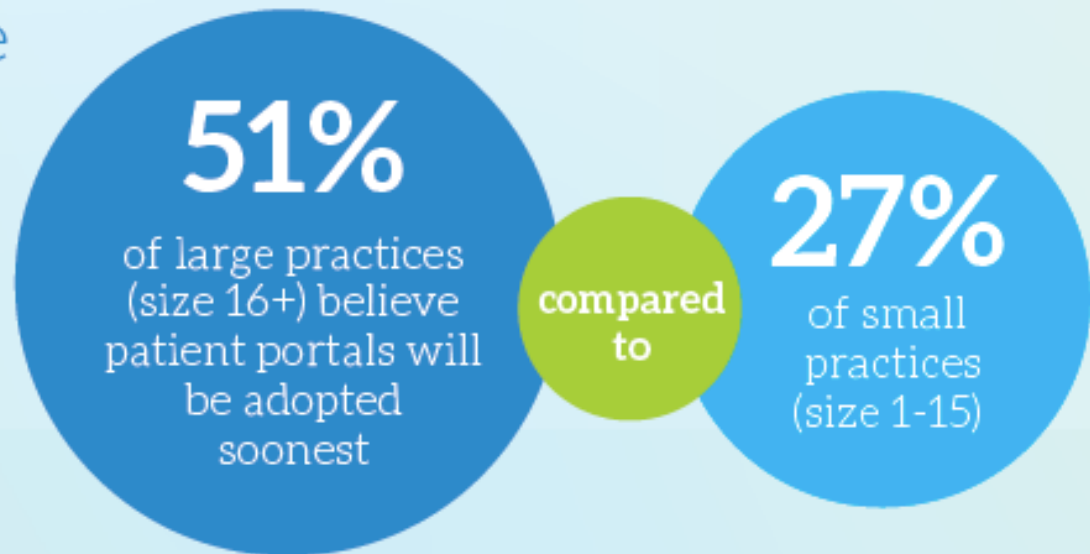
61%

of physicians **over the age of 40** believe that achieving a fully connected healthcare environment

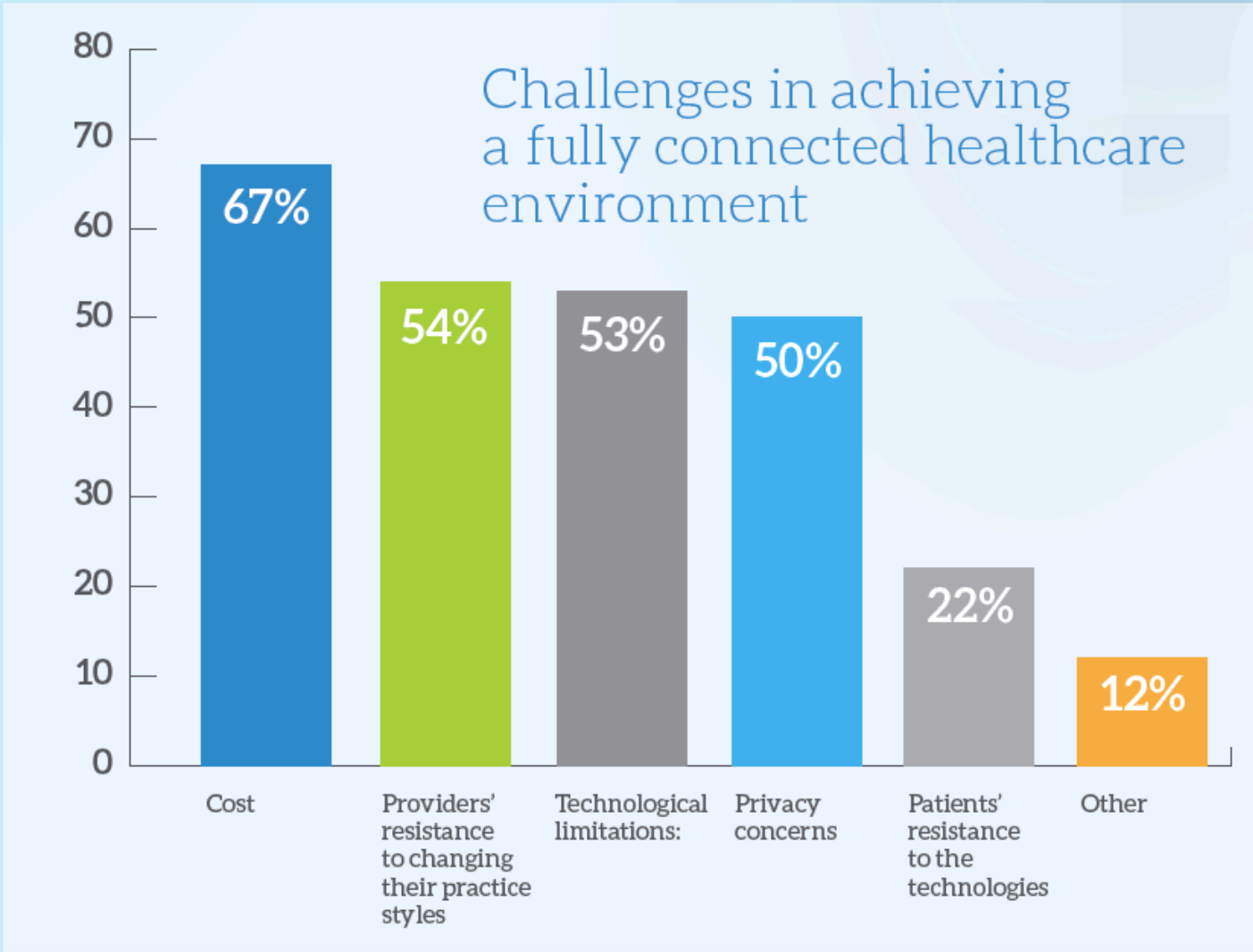
is
more than 5 years
away

Did You Know?

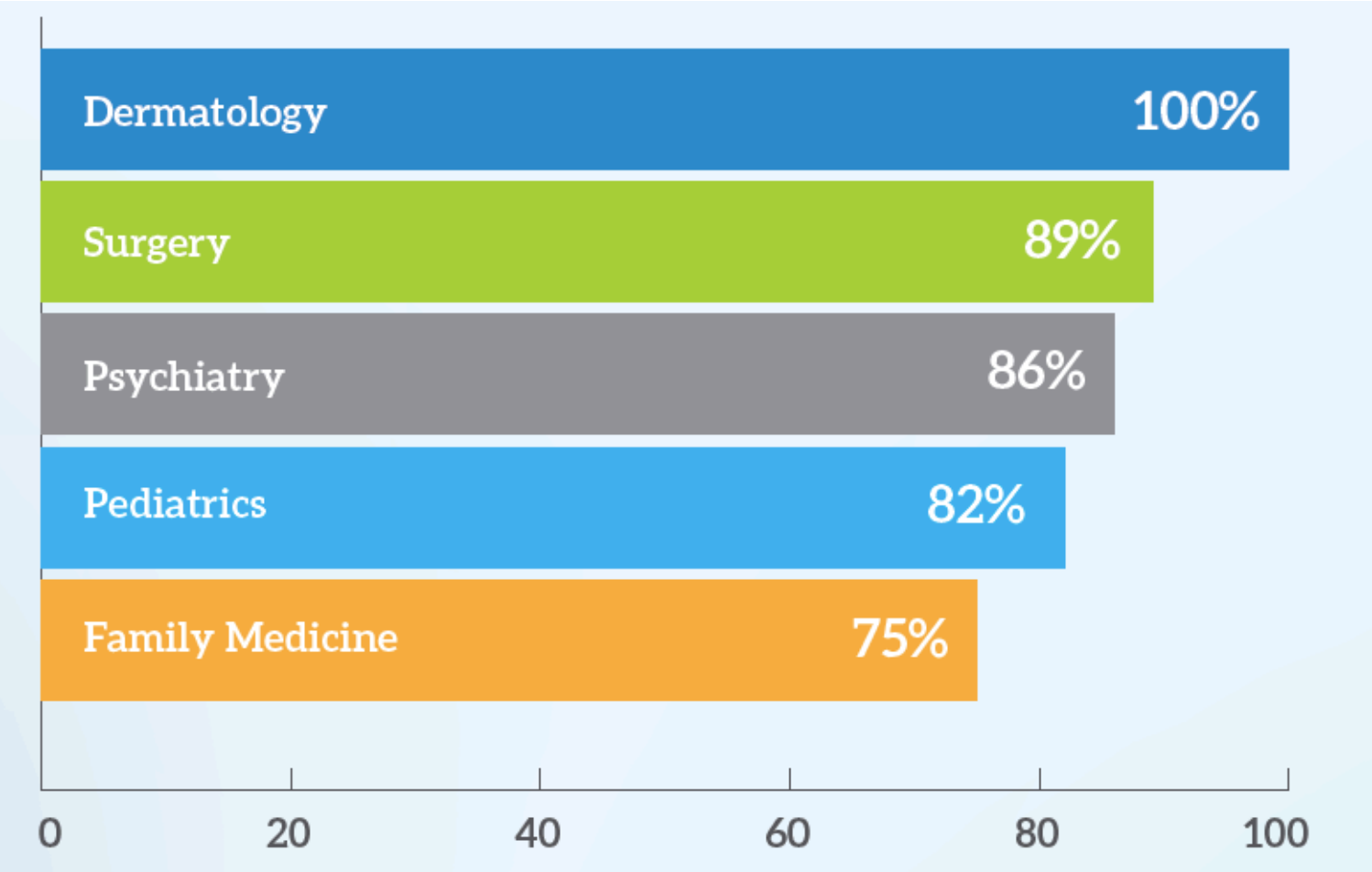
Practice size plays a role in which connected health technology is believed to have the **shortest journey to widespread adoption**



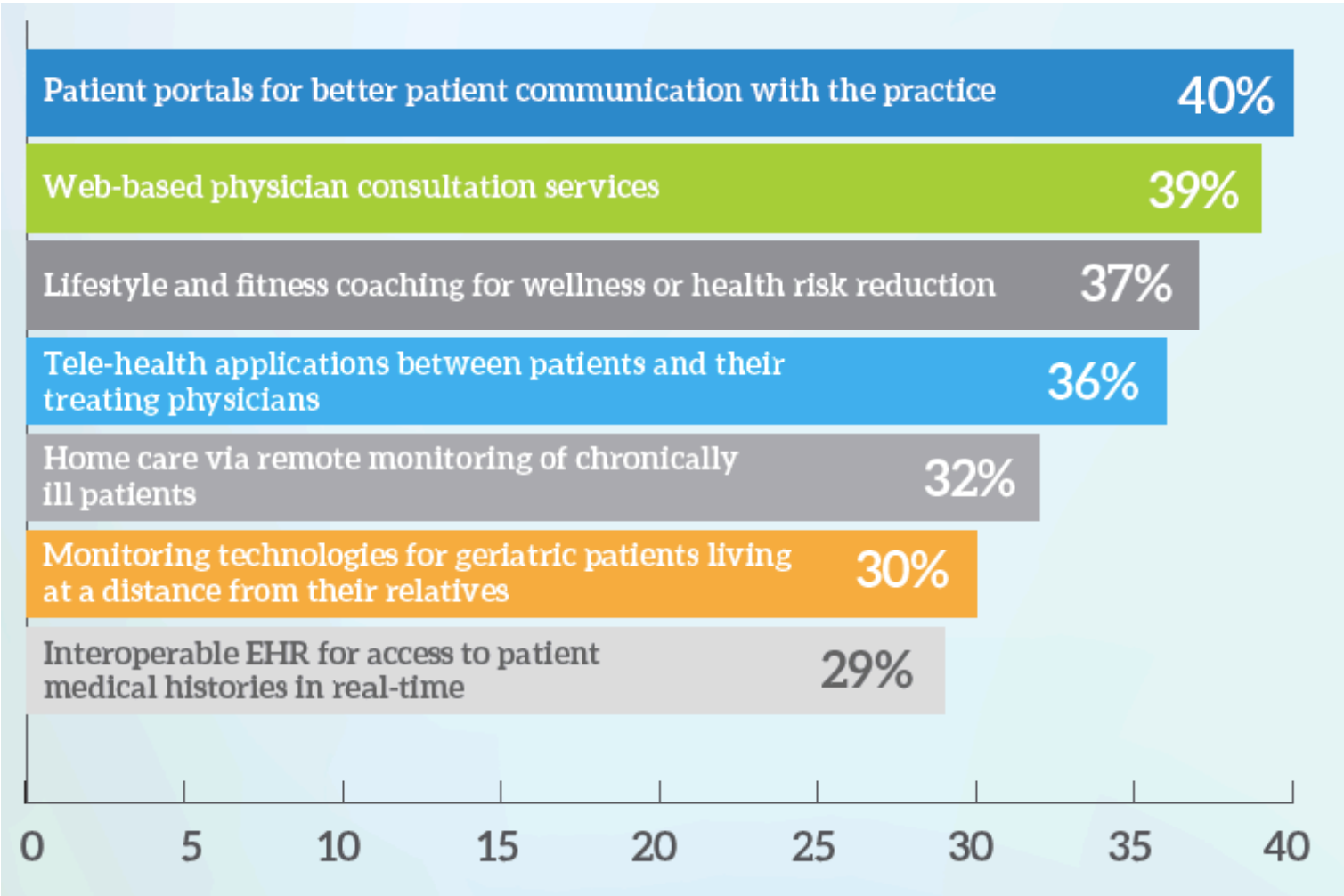
Challenges in Achieving a Fully Connected Healthcare Environment



Top 5 specialties that believe that cost is the biggest challenge to achieving a fully connected healthcare environment



Top connected health technologies believed to have the shortest way to go before becoming widely adopted



About **MedData Point** Reports

MedData Point is a market research program powered by MedData Group that collects and analyzes data from the Medical Product Guide community to provide healthcare professionals with insights into the latest trends, technologies, and perceptions in healthcare among physicians across a variety of specialties and practice sizes.

This data is provided for informational purposes only. Any usage of the data should cite MedData Group as the source of information. For press inquiries, please contact media relations listed below.

Media Contact

Aimee Gindin

Media Relations

aimee.gindin@meddatagroup.com

(412)-400-6021

 Follow Us: [@MedDataGroup](https://twitter.com/MedDataGroup)
www.meddatagroup.com

About MedData Group

MedData Group provides demand generation, content marketing, and data services for providers of healthcare technology, medical devices, pharmaceuticals, medical education and others looking to engage with professional healthcare audiences and communities by using a fundamentally unique approach.

MedData Group publishes Medical Product Guide, the industry's go-to resource that provides clinicians and healthcare professionals with meaningful vendor, product and industry information. By distributing meaningful content to healthcare professionals, we are able to collect more data, glean deeper insights, and reach larger audiences than any other demand generation service. Using behavioral analytics and big-data techniques, our proprietary content and lead management system produces unrivaled insights that we apply to best-in-class marketing practices to achieve unmatched results towards helping our clients reach their business goals.