

MedData Point on Physician's Perspectives and Predictions for Connected Health

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

Insights into the Benefits and Challenges of a Connected Health Environment

Connected health technology is changing the roles of providers and patients, giving patients the tools for the very first time to be on the driving end of healthcare. In this survey, MedData Group polled physicians across a variety of specialties and practice sizes to understand their future vision for connected health, as well as the challenges and advantages to adopting connected health technology. The data below is reflective of the 256 physicians who participated.

Biggest benefits to achieving a fully connected healthcare environment

- 57%** With interoperable EHRs, physicians will have instant access to all of their patients' medical histories in real-time
- 34%** With remote monitoring technology, vital data will be uploaded in real time to provide immediate alerts when needed
- 25%** Using patient portals, patients will be able to communicate with the practice
- 18%** With high definition video technology, we'll be able to see our patients from anywhere
- 36%** All of the above

Practice size plays a role in the overall vision of connected healthcare adoption

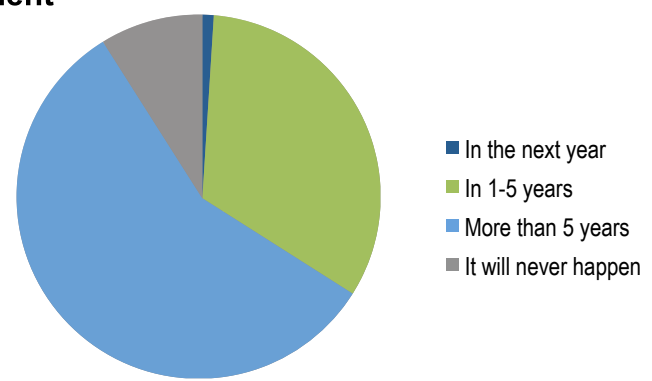


> 1/3 OF SMALL PRACTICES (SIZE 1-15) BELIEVE CONNECTED HEALTH WILL BE FULLY ADOPTED IN THE NEXT 5 YEARS

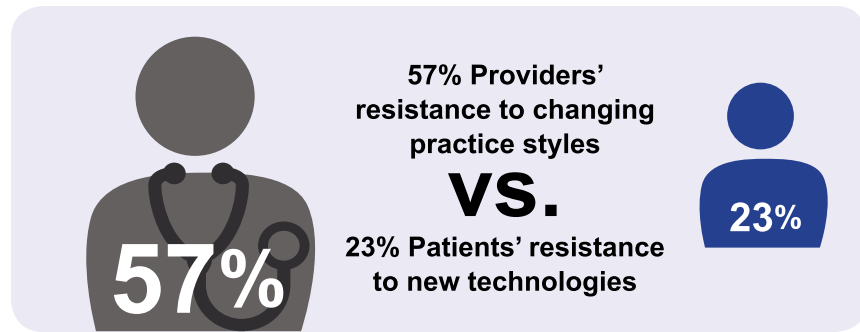
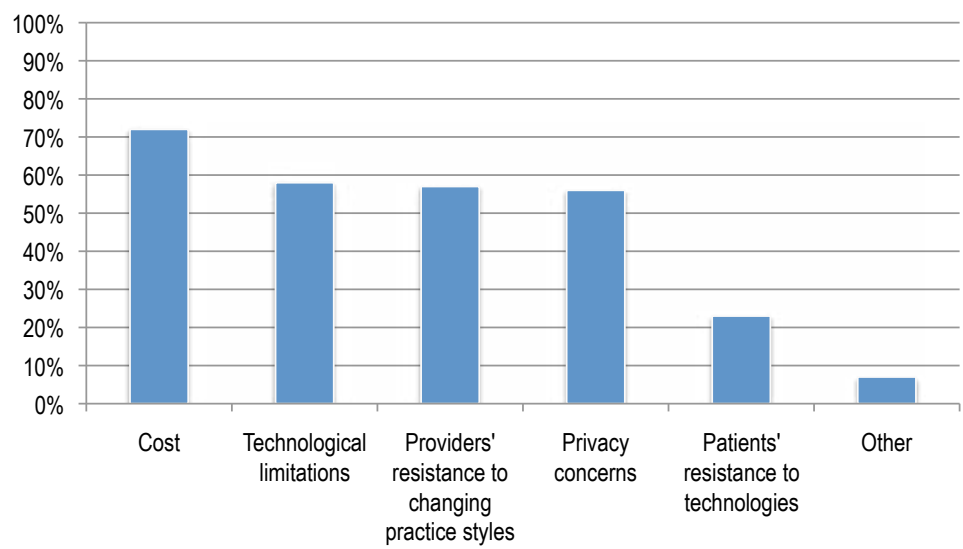


~ 1/2 OF LARGE PRACTICES (SIZE 16+) BELIEVE CONNECTED HEALTH WILL BE FULLY ADOPTED IN THE NEXT 5 YEARS

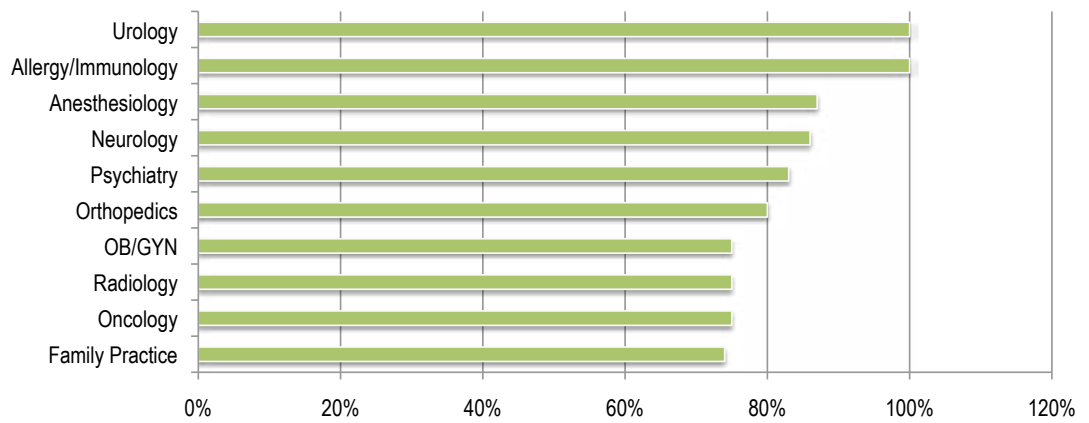
Predictions on when we'll achieve a fully connected healthcare environment



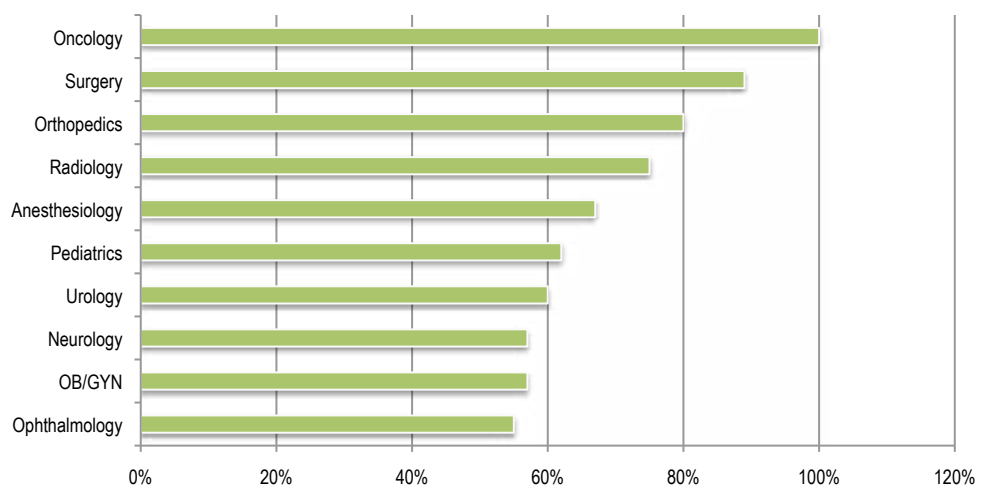
Challenges in achieving a fully connected healthcare environment



Top 10 specialties that believe the greatest challenge to achieving fully connected healthcare is **cost**



Top 10 specialties that believe that the biggest benefit to fully connected healthcare will be **interoperable EHRs**



About MedData Group: MedData Group provides demand generation and data services for providers of healthcare technology, medical devices, medical education and others looking to engage with hard-to-reach physicians and other healthcare professionals by using a fundamentally unique approach. Learn more about our services for healthcare marketers or contact us today.

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