



Consumer Health Technology

*A Friendlier Present and Future for Active
Aging Adults & Elders*

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Elder Friendly Future Conference

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Seven in 10 U.S. adults track a health indicator such as weight, diet, exercise or a symptom of a chronic condition, according to the [Pew Internet Project](#).

But **only 21% of these "trackers" use any kind of technology to do so** -- 49% of trackers monitor their progress "in their heads," and 34% of them track the data on paper, using a notebook or a journal.

Sixty percent of adults track their diet, exercise or weight, the survey of 3,014 people found. A third of them track other indicators such as blood pressure, blood sugar, sleep patterns or headaches. And 12% track health indicators for a loved one.

As one might expect, **52% of people 65 or older track health indicators other than diet, weight and exercise, compared with just 20% of those in the 18-29 age group.** 37% use paper.

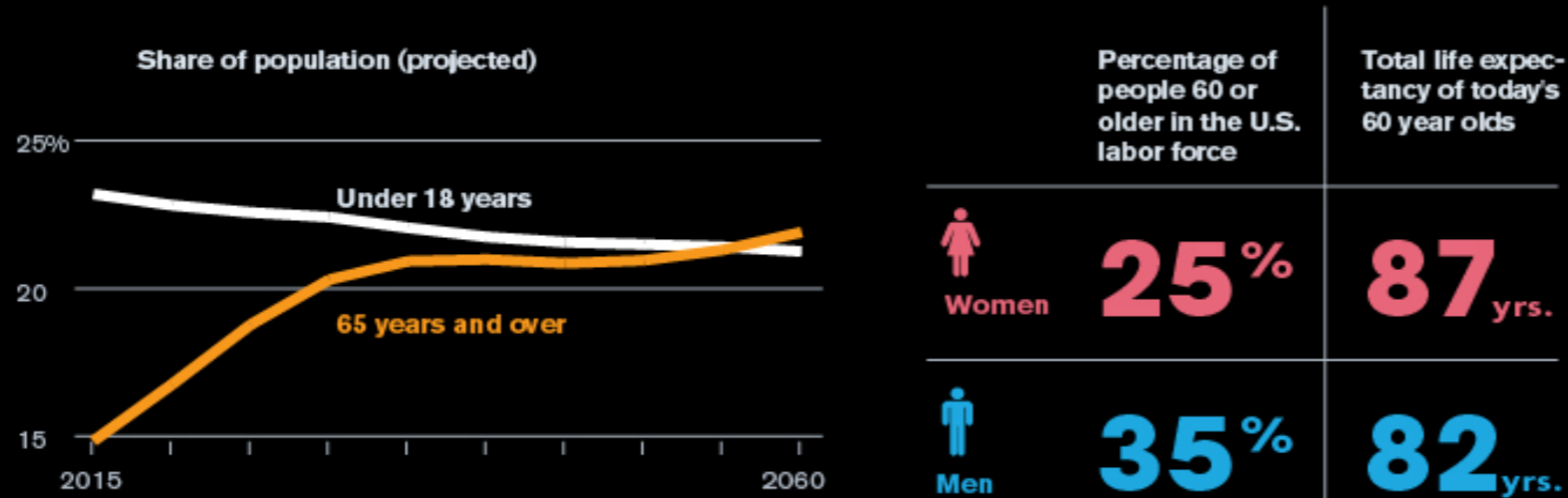
"Of course, it makes sense that older adults are doing this tracking and are more likely to use a notebook," Susan Fox of the [Pew Study](#) pointed out. "And I see it as an interesting challenge for software developers: the question I would ask developers is, **'What are you creating that is better than paper and pencil? What is the value add that you're able to bring to the conversation?'**"



A Marketer's Look At Our Aging Elders

The Approaching Senior Tsunami

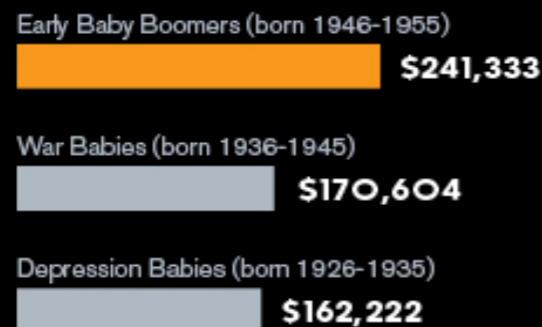
By 2060, the nation's share of seniors will be greater than the share of juveniles for the first time in history. Seniors are working longer, raising their status as a valued consumer group.



Follow the Money

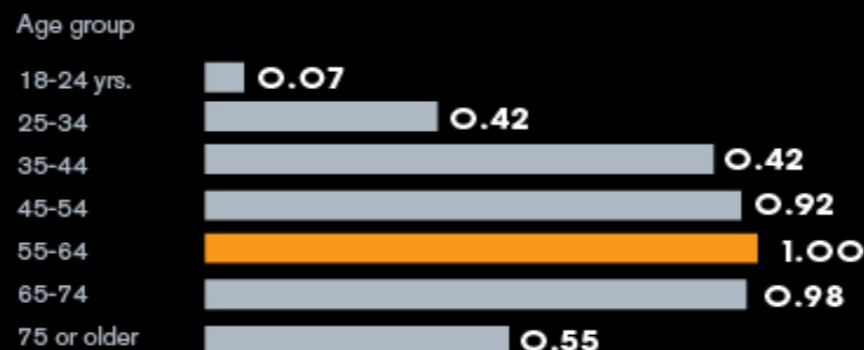
Early Boomers have significantly higher net worths than previous generations did in their 50s and 60s

Median net worth (in 2010 dollars) by generation at the same age (50 to 69 year olds)



A University of Michigan study suggests that marketing efforts that focus on drivers 55 to 64 years old would have the highest probability of success.

Relative probability by age of buying a vehicle per licensed driver, in 2011. (Peak relative probability group = 1.00)



Older Consumers: Myth and Reality

A myth persists that older consumers are tight with their money, in reality, aging Boomers are a marketer's dream.



of the U.S. adult population belongs to the Baby Boom generation (born 1946-1964)



of customers paying for wireless are Baby Boomers



of the customers buying Apple computers are Baby Boomers



of Baby Boomers are on Facebook



of U.S. disposable income is controlled by Boomers



Competitive Landscape

Different considerations...

Value: Cost vs Features

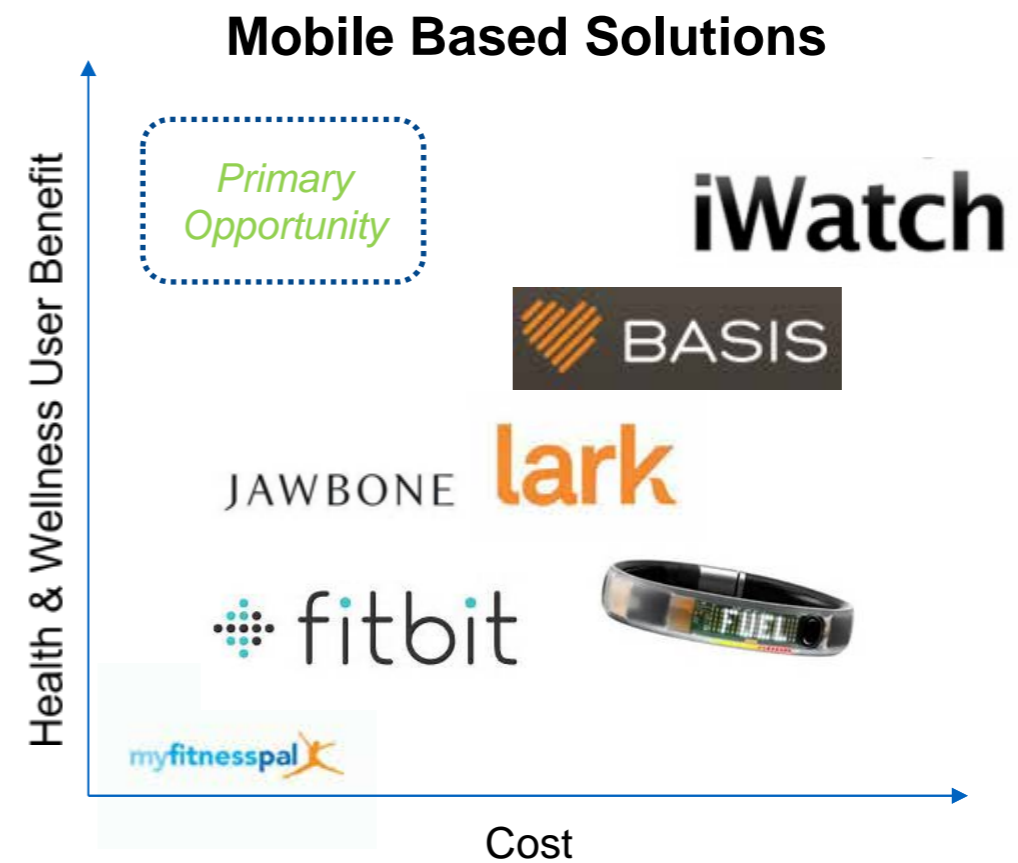
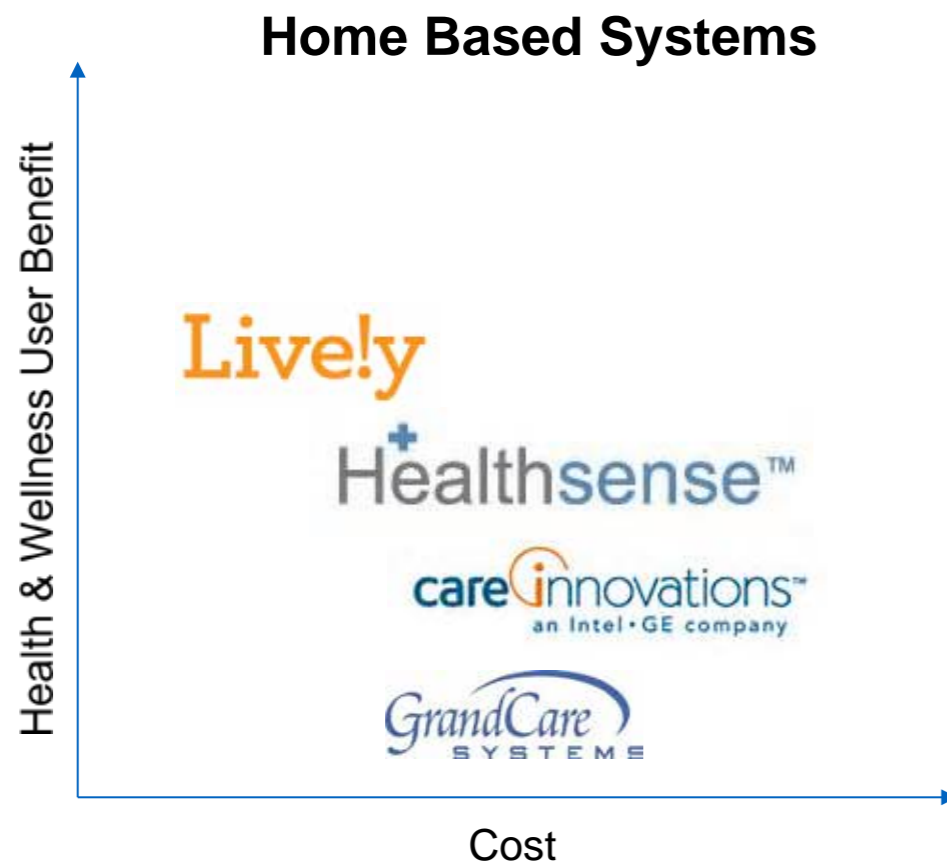
Coverage: Home vs Mobile

Monitoring: Active vs Passive

Scope: Needs specific vs broader "health & wellness"

Privacy: Managed vs Unmanaged

Design: Utility vs "Cool Factor"





Where The Market Is Headed

Moore's Law

- Prices will continue to fall
- Technology will continue to improve
- History will repeat itself for new emerging device categories

Mobile First

- Mobile will displace or replace non-mobile technologies
- "Always on" access changes real time communications & data sharing
- Mobile phone is the most intimate witness to our personal lives

Active+ Passive

- Active & Passive monitoring will converge for better health
- Reactive Detection à Preventative Intervention
- More coverage = more big data = better, personalized technology

Platform Play

- Product à Platform Companies
- New Emerging Business Models
- Ecosystem fragmentation will be broken by large consumer tech

Privacy Control

- New Requirement: Full control over privacy & data sharing
- Persistent tradeoff between utility benefits vs sharing
- Technology itself serves as a tool for corporate accountability