

UNDERSTANDING THE ROLE OF TECHNOLOGY IN PROMOTING WELL-BEING THROUGH COMMUNITY RESEARCH:

Discover the potential of technology and the role it plays in physical and mental well-being through community research.

"There are brands who are getting into the personalized health tech arena, and I find these products to be interesting. Brands that offer tools, apps, and products that facilitate mind-body integration and promote mindfulness practices may attract individuals seeking to improve their overall well-being. These types of offerings are good for one's mental and physical health."

Why Invest In Community Research?



Targeted & Engaged Audience

Access to individuals with a vested interest in talking about migraines. Community members are motivated and more likely to provide relevant insights.



Ownership & Involvement

Foster a sense of community, loyalty, and advocacy among patients.



Agile & Fast

Only one recruiting period is required, thus, all research happens more quickly. Quick data collection allows for more timely responses to market dynamics.



Longitudinal

Longitudinal approach for continuous feedback and understanding of evolving needs.



Cost Savings

Once established, lower cost per respondent and favorable return on investment.



Total Survey:

1173



Fielded:

6/21 - 7/4



Ages:

18 - 75+



Gender:

361

Male

808

Female

35 participated in follow-up discussion



Interested in learning more about how a healthcare community could help your business?

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Current State

Technology Use For Fitness

45%

38%

Fitness apps and fitness watches or bands are most commonly used

Use health tracking technology

30%

19%

Use a nutrition app

Needs

Tailored Personalized Technology



Targeted nutritional supplements



AI solutions to help achieve fitness goals



Integration between app-based products and other offerings from the same brand

To Bridge Physical & Mental Health

Opportunities For Technology



Balance between physical and mental health seen as crucial in fitness journey



Exercise viewed as positively impacting emotional well-being

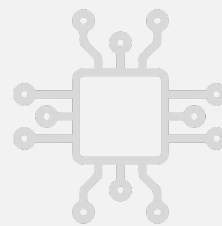
58%

52%

Regular exercise and healthy eating are top actions to improve mental health

Top Brands

When Asked About Top Tech Brands Members Are Familiar With



GoodRx
Garmin

Headspace

Calm

Hatch

Smart Nora

Thorne Health Tech

Whoop

Strava

Class Pass

Why Choose A Healthcare Community

A healthcare community is an intentional space in which people come together and build relationships with each other on a dynamic technology platform. This ecosystem uncovers insights through our quant and qual research that's nimble, cost-effective, and always on! Respondents are pre-recruited into our community based on a common theme, experience, or identifier. This upfront screening process streamlines research, resulting in a more agile delivery of insights. Once assembled, the community is available for ad hoc research activities as the need arises and for longitudinal understanding of patient experiences over time.

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GAME CHANGERS

