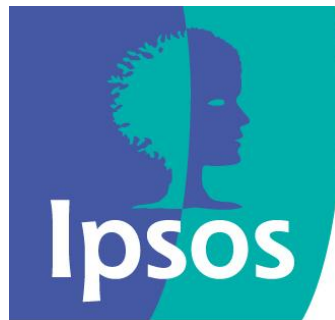


# Game-Changing Insights into New Technology Used for Our Health and Wellbeing

*Ipsos Healthcare and HoneyB Health Partner to Explore How Patients and  
Practitioners Use Connected Health Technologies*

Public Release Date: Tuesday, October 27, 2015, 6:00 AM EST



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*Ipsos Healthcare and HoneyB Health Partner to Explore How Patients and Practitioners Use Connected Health Technologies.*

**London and Tempe, Arizona** – Ipsos Healthcare, the global healthcare division of Ipsos (ISOS.PA), has joined forces with HoneyB Health, LLC, a spinout company of Arizona State University (ASU), to deliver powerful new insights into Connected Health.

HoneyB Health's proprietary database of physiological assessments of connected health devices will be linked with Ipsos Healthcare's global research insights into the attitudes and behavior of end users and physicians. Ultimately the partnership, which was announced today, aims to advance how patients, physicians, practitioners and hospitals can use new health technology and devices to share information, inform diagnoses and improve medical treatments.

The first jointly developed product will be the 1st Global Connected Health Survey, which will include contribution from Ipsos' Centre of Excellence for Ethnography. The survey studies how connected health technology is incorporated into people's daily lives, with particular reference to Type 2 Diabetes on this occasion. Results will be shared by Ipsos Healthcare and HoneyB Health during a plenary session at the mHealth Summit, organized by the Health Information Management Sector Society (HIMSS) at the National Convention Center near Washington, DC on November 9-11, 2015.

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With a better comprehensive understanding of connected health technology in the lives of people living with various diseases, the broader vision is to inform product design and utility, as well as to incorporate findings into other industries such as pharmaceutical research.

Commented Michael Spedding, CEO of Ipsos Healthcare, "Connected health has the potential to transform healthcare, and this partnership aims to guide development in the sector so that new technology is optimized for users and healthcare practitioners alike." He added, "Partnering with innovators ASU and HoneyB Health will support Ipsos Healthcare in delivering our vision of Inspiring Better Healthcare."

"At HoneyB Health, we believe that being connected to people who care is good for your health," says founder and CEO, Michael Birt, who is also director of the Center for Sustainable Health at ASU's Biodesign Institute. "Partnering with Ipsos Healthcare gives us an unprecedented ability to employ our core technology, HoneyDB®, a proprietary database that incorporates critical information about devices, applications, and user experience to understand, and more effectively employ, connected health technologies."

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