

# Connected Wellness:

WHAT'S NEXT IN THE  
CONNECTED ECONOMY

Connected Wellness: What's Next In The Connected Economy, a PYMNTS report with research sponsored by CareCredit, examines how payments experiences impact consumers' medical choices and their loyalty to healthcare providers.

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#### ACKNOWLEDGMENT

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The United States is in the middle of a preventative healthcare boom. In August 2022 alone, 148 million consumers of all ages, incomes and educational backgrounds engaged in some type of preventative healthcare activity, whether it was using a guided meditation app or tracking vitals on a fitness tracker. Moreover, the use of mental health applications, such as guided meditation tools and cognitive behavioral therapy-inspired mood boosters, is growing fastest.

Connected Wellness: What's Next In The Connected Economy, a PYMNTS and CareCredit collaboration, details how consumers use the internet to take their health into their own hands. We surveyed a census-balanced panel of 3,213 U.S. consumers between August 10 and August 24 about the types of preventative healthcare activities they performed online to learn how consumers of different ages, incomes and educational backgrounds are using digital tools to reclaim control of their health.

**This is what we learned.**

## CONSUMERS ARE USING THE INTERNET TO TAKE THEIR HEALTH INTO THEIR OWN HANDS.

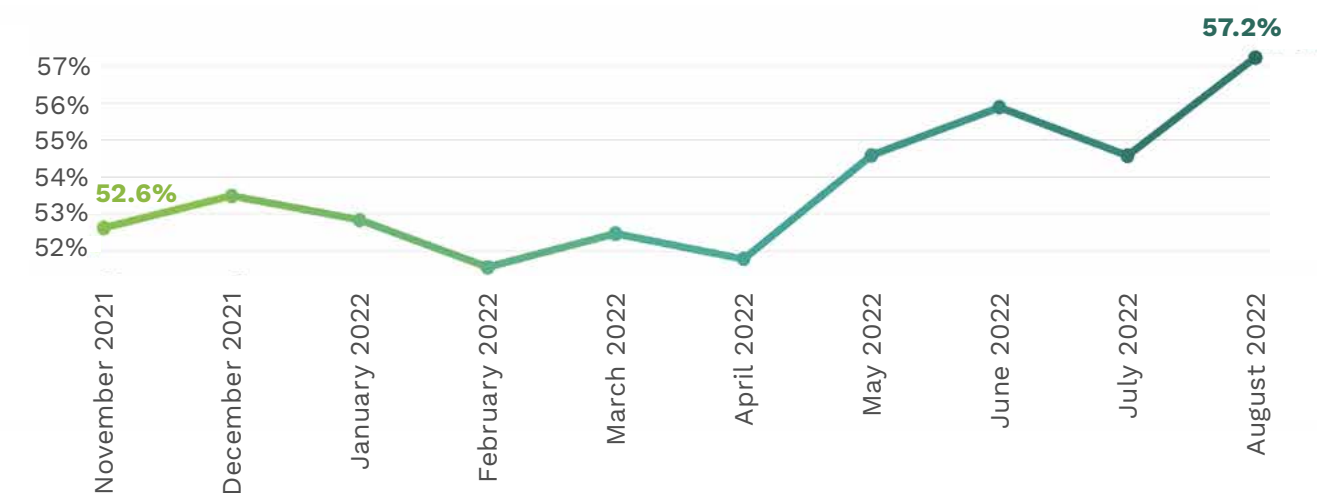
Fifty-seven percent of consumers engaged in some type of preventative healthcare activity online in August.

This share has been steadily increasing since November 2021, when 53% engaged in some type of preventative healthcare activity. This increase signals that roughly 10 million more U.S. consumers are using digital tools to maintain their physical and mental health in August than just nine months prior.

In total, 148 million U.S. consumers now use some type of preventative digital healthcare tool.

**FIGURE 1:**  
The evolution of consumers' use of digital preventative healthcare tools

Share of consumers engaging in at least one preventative healthcare activity online, by date



Source: PYMNTS

Connected Wellness: What's Next In The  
Connected Economy, September 2022  
N = 3,213: Complete responses, fielded  
August 10, 2022 – August 24, 2022

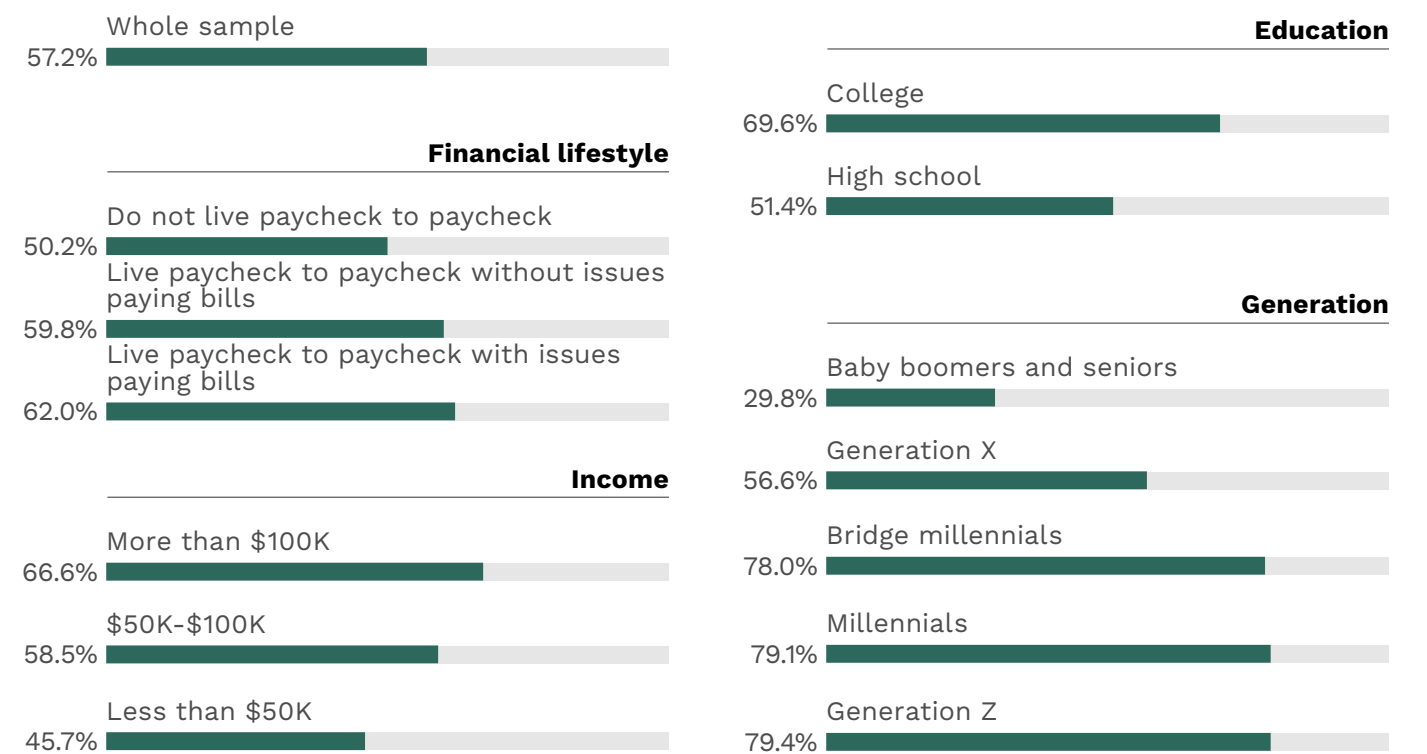
Generation Z consumers, millennials and bridge millennials are the driving force behind this preventative healthcare boom. Our research shows that these generations are far more likely than Generation X and baby boomers and seniors to engage in preventative healthcare activities online, with an astonishing 79% doing so.

By contrast, both Gen X and baby boomers are far less likely to use preventative healthcare tools online, with just 57% and 30% reporting done so last month, respectively.



**FIGURE 2:**  
Different demographic groups' use of preventative healthcare technology

Share of consumers engaging in at least one preventative healthcare activity online, by age, income, education and paycheck-to-paycheck status



**Source: PYMNTS**  
Connected Wellness: What's Next In The Connected Economy, September 2022  
N = 3,213: Complete responses, fielded August 10, 2022 – August 24, 2022

## THE USE OF MENTAL HEALTHCARE APPS IS GROWING FASTER THAN ANY OTHER TYPE OF PREVENTATIVE HEALTHCARE TOOL.

Meanwhile, wearable devices are the most commonly used type of preventative healthcare technology.

Thirty-one percent of consumers reported using sites or apps to support their mental health in August, up 32% from November 2021. This is by far the fastest growth we've seen in any type of preventative health-related activity.

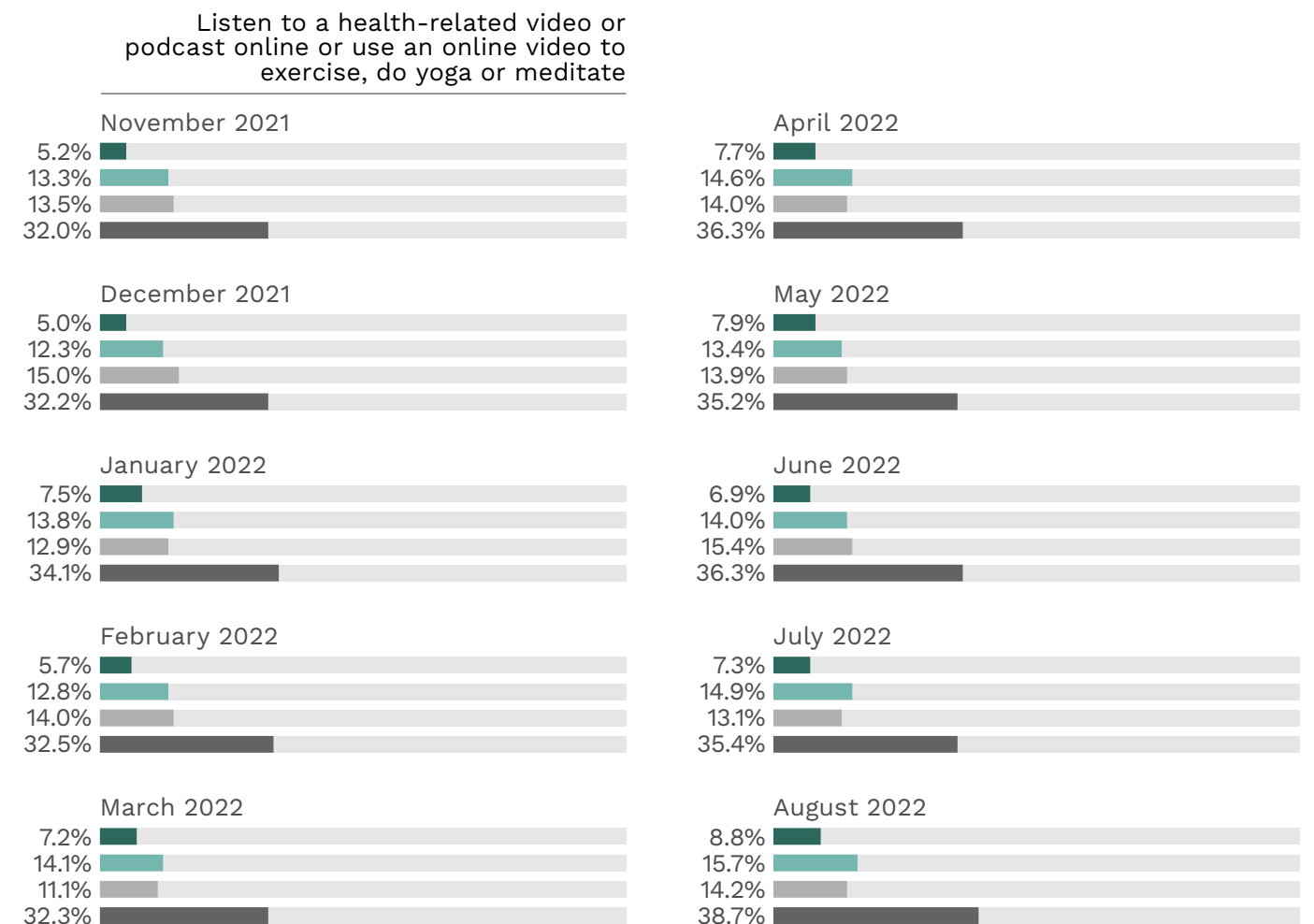
Mental healthcare applications might include guided meditation apps such as Headspace and iBreathe or cognitive behavioral therapy-inspired mood boosters such as Happify and MoodKit. This spike in usage strongly suggests that more consumers are prioritizing mental health.

Meanwhile, the use of wearables like Fitbit, Apple Watch and smart rings is also rising, albeit not at the same blistering pace as mental healthcare apps. Forty-three percent of consumers used some type of wearable health technology to automatically track, store and analyze their health information in August, for a total increase of 17% from November 2021. Wearable technologies continue to be the most common way consumers use digital tools to manage their health.

**FIGURE 3:**  
The evolution of consumers' digital preventative healthcare activities

Share of consumers engaging in select preventative healthcare activities online, by date

■ Daily  
■ Not daily but weekly  
■ Not weekly but monthly  
■ Total



Source: PYMNTS

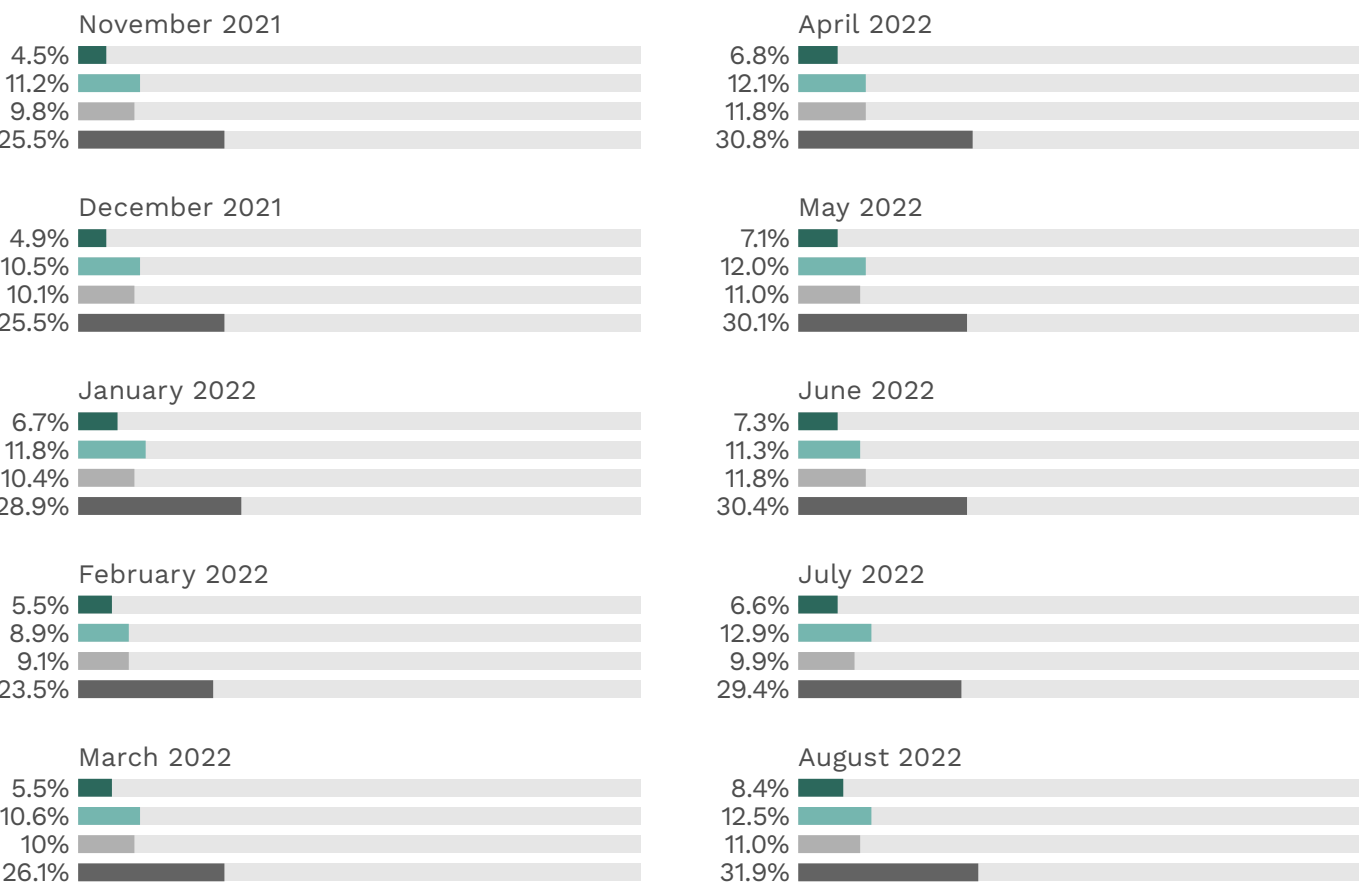
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**FIGURE 3 CONTINUED:**  
The evolution of consumers' digital preventative healthcare activities

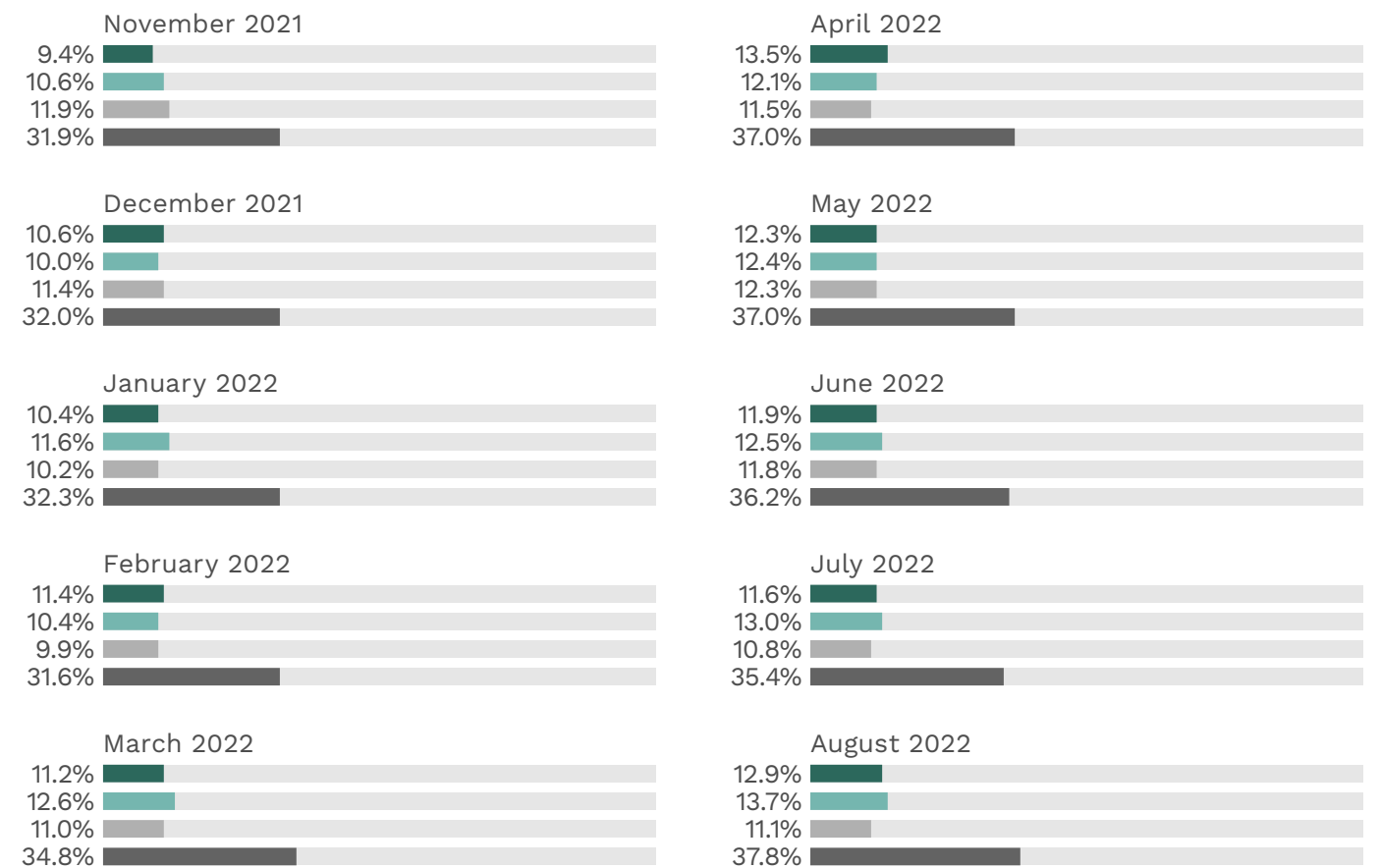
Share of consumers engaging in select preventative healthcare activities online, by date

- Daily
- Not daily but weekly
- Not weekly but monthly
- Total

Share exercise or health progress on social media to keep your health goals on track



Use a website or app (e.g., MyFitnessPal, Apple Health) to track your food intake, weight, blood pressure, mood or anything else related to your health



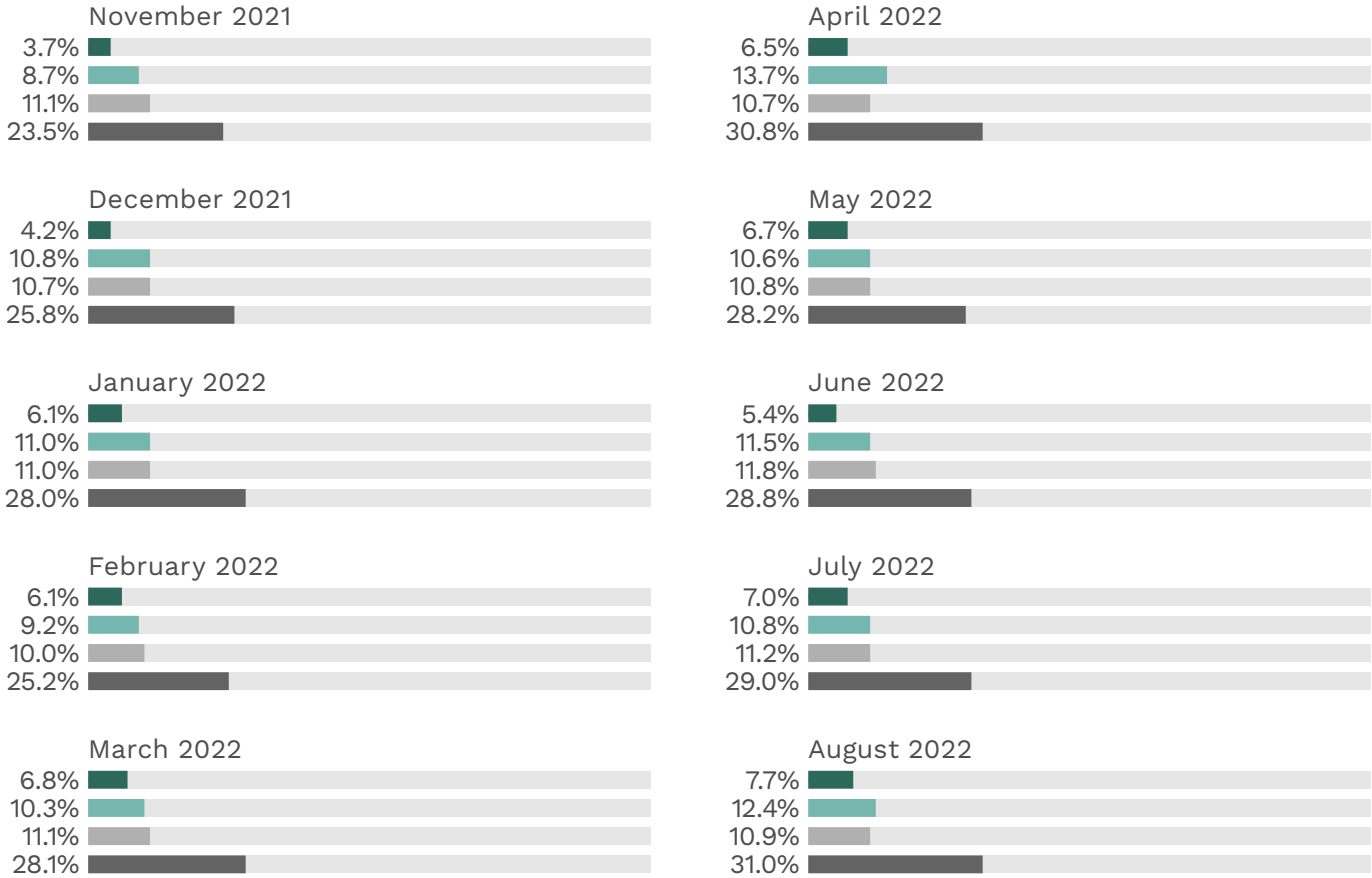
Source: PYMNTS  
Connected Wellness: What's Next In The Connected Economy, September 2022  
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**FIGURE 3 CONTINUED:**  
**The evolution of consumers' digital preventative healthcare activities**

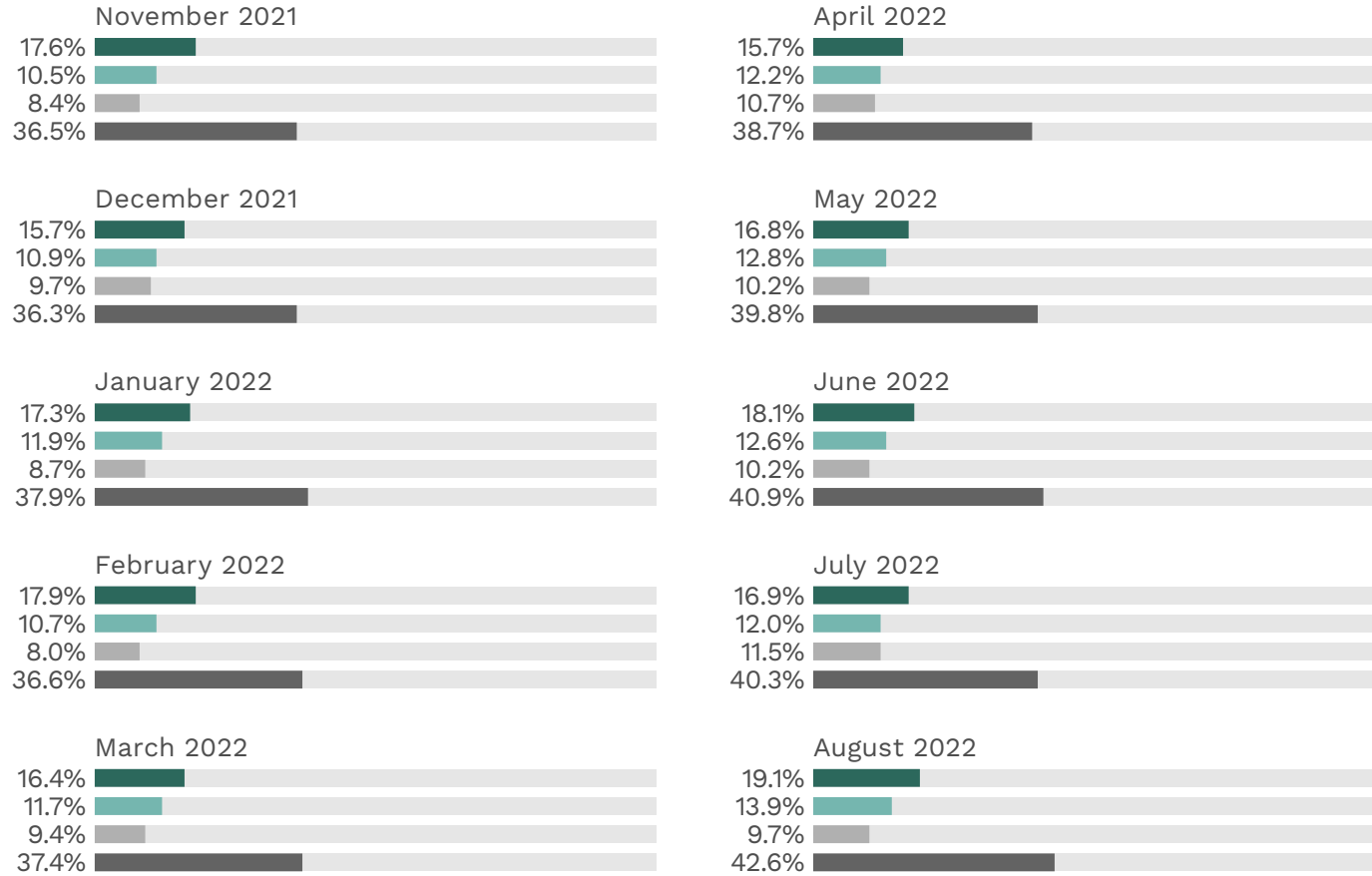
Share of consumers engaging in select preventative healthcare activities online, by date

- Daily
- Not daily but weekly
- Not weekly but monthly
- Total

Use a website or app to access support for mental health, such as guided meditation or mood boosters (e.g., Headspace, iBreathe Happify, MoodKit)



Use connected, wearable technology that allows the user to automatically track, store and analyze health information over time (e.g., Fitbit, Apple Watch)



Source: PYMNTS  
 Connected Wellness: What's Next In The Connected Economy, September 2022  
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THE MOST CONNECTED **10%** OF CONSUMERS ARE **1.65 TIMES** MORE LIKELY TO BE ENGAGED IN PREVENTATIVE DIGITAL HEALTHCARE ACTIVITIES THAN THE AVERAGE CONSUMER.

These so-called integrated tech consumers own an average of 12 connected devices, including not only computers, tablets, smartphones and gaming consoles, but also smart home devices and activity trackers.

Both health-conscious and connected, the average integrated tech consumer engaged in four out of five preventative digital healthcare activities in August. This is far more than the average 1.8 and 1.4 of such activities in which mainstream tech consumers engaged in that time, respectively.

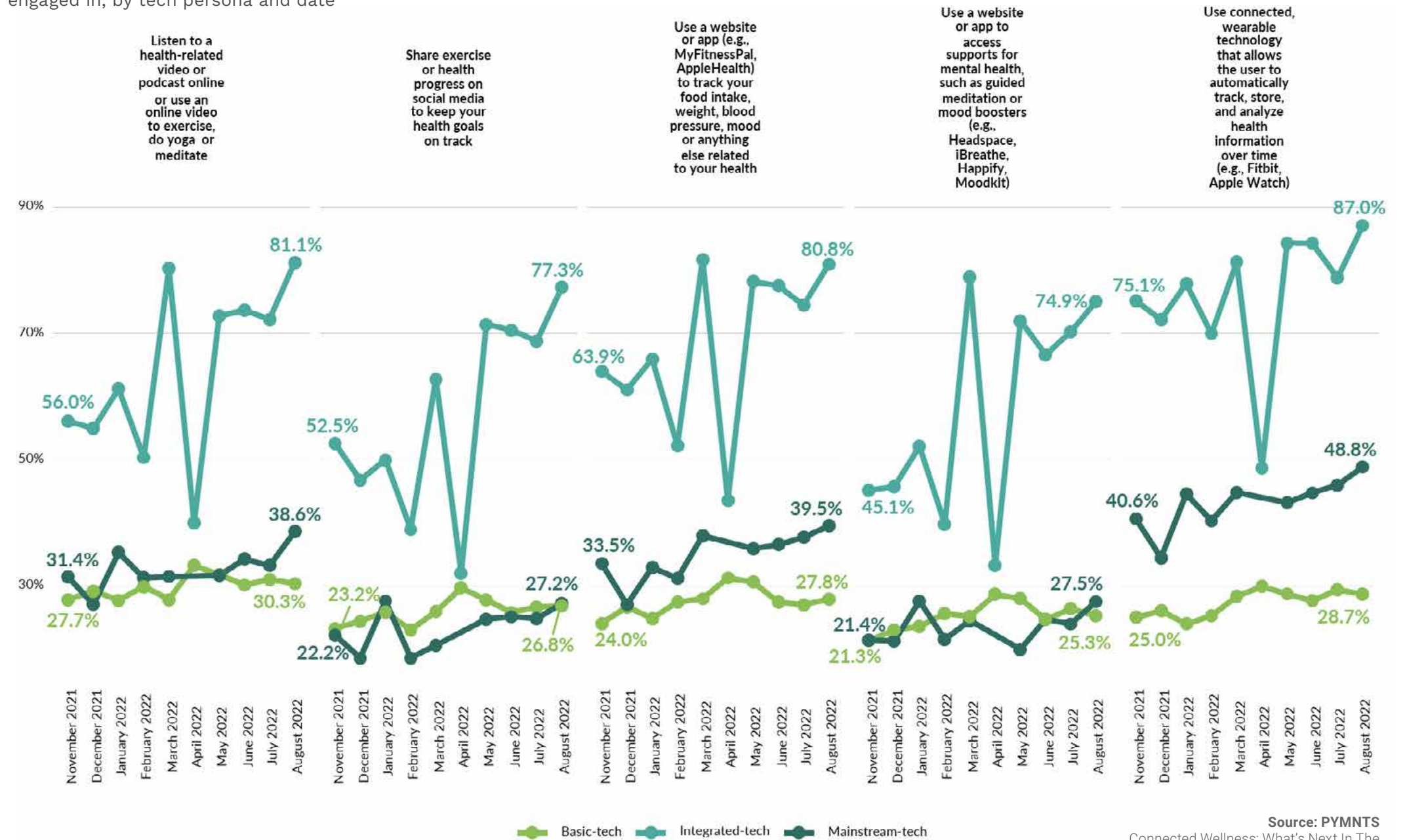


Wearables such as Apple Watches and smart rings, which can be used to track and store vitals and activity information, are integrated-tech consumers' chief mode of preventative healthcare, with 87% using at least one wearable technology that month. Integrated tech consumers use mental healthcare apps the least, but 75% of them still report using at least one in August. Back in November 2021, 75% of integrated tech consumers used wearables, while just 45% used mental health-related apps. This shows the widespread and rapidly rising demand for different preventative healthcare technologies among integrated tech consumers.



**FIGURE 4:**  
Different persona groups' usage of preventative health technologies over time

The average number of preventative activities consumers engaged in, by tech persona and date



Source: PYMNTS  
Connected Wellness: What's Next In The Connected Economy, September 2022  
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# Conclusion

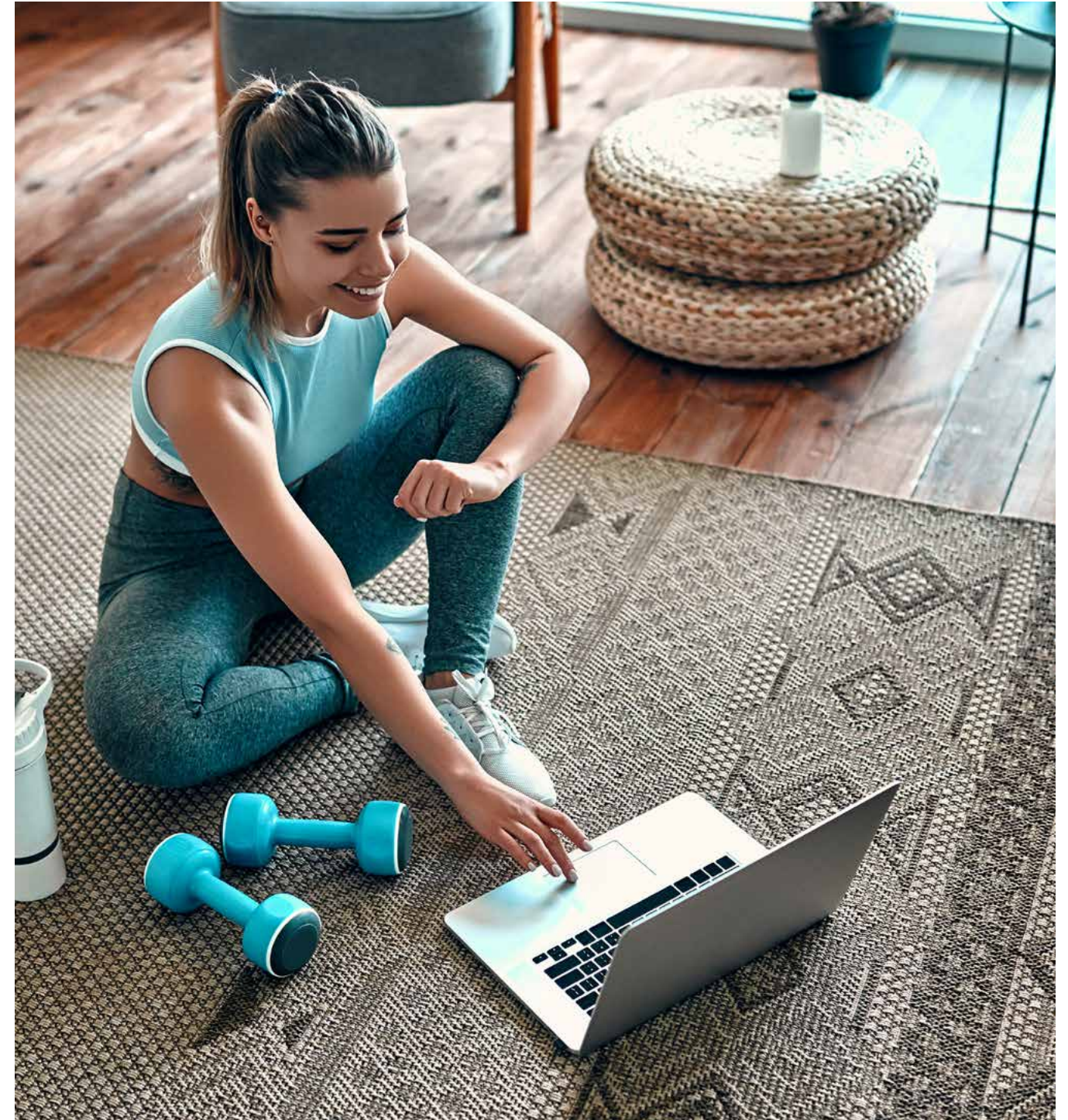
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U.S. consumers are growing more eager to take control of their physical and mental health, and they are increasingly relying on digital tools to do so. Everything from activity trackers to meditation apps, health-related videos and podcasts are now key parts of the mainstream healthcare ecosystem in the U.S., with more consumers than ever using them to maintain healthy lifestyles between doctors' appointments. Only those providers that offer cross-channel services will be poised to deliver the digitally enabled healthcare experiences that more consumers are integrating into their daily lives.

# Methodology

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For Connected Wellness: What's Next In The Connected Economy, a PYMNTS and CareCredit collaboration, we surveyed 3,213 consumers from August 10 to August 24 to learn more about how patients navigate access to online forms of healthcare. Respondents were 47 years old on average, while 51% were female and 32% held college degrees. We also collected data from consumers in different income brackets: 36% of respondents earned more than \$100,000 annually, 31% earned between \$50,000 and \$100,000 and 33% earned less than \$50,000.



# About

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## PYMNTS

PYMNTS is where the best minds and the best content meet on the web to learn about “What’s Next” in payments and commerce. Our interactive platform is reinventing the way companies in payments share relevant information about the initiatives that make news and shape the future of this dynamic sector. Our data and analytics team includes economists, data scientists and industry analysts who work with companies to measure and quantify the innovations at the cutting edge of this new world.



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