



How Digital Has Changed The Consumer Healthcare Experience And Expectations

JUNE 2022 - DECEMBER 2022 RECAP

How Digital Has Changed The Consumer Healthcare Experience And Expectations, 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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How Digital Has Changed The Consumer Healthcare Experience And Expectations

The digital-first patient is changing how healthcare is delivered and how they decide which health and wellness providers will get their business.

In just the last six months:

- Nearly 100 million United States consumers have used telehealth for appointments every month.
- 118 million logged onto digital platforms to check test results, schedule and check in for appointments, and make payments.
- 70 million consumers used health-tracking apps and wearables to monitor their health between appointments.
- 97 million streamed healthcare-related videos or podcasts per month, on average.

How Digital Has Changed The Consumer Healthcare Experience And Expectations: June 2022 – December 2022 Recap details how digital is changing consumers' experience and expectations when managing their health and wellness. Drawing from six unique survey reports published each month between June and November 2022, representing the voices of 16,757 U.S. consumers, this report examines the digital journey of finding, accessing, engaging with and paying for the services that keep U.S. consumers healthy and address their medical needs.

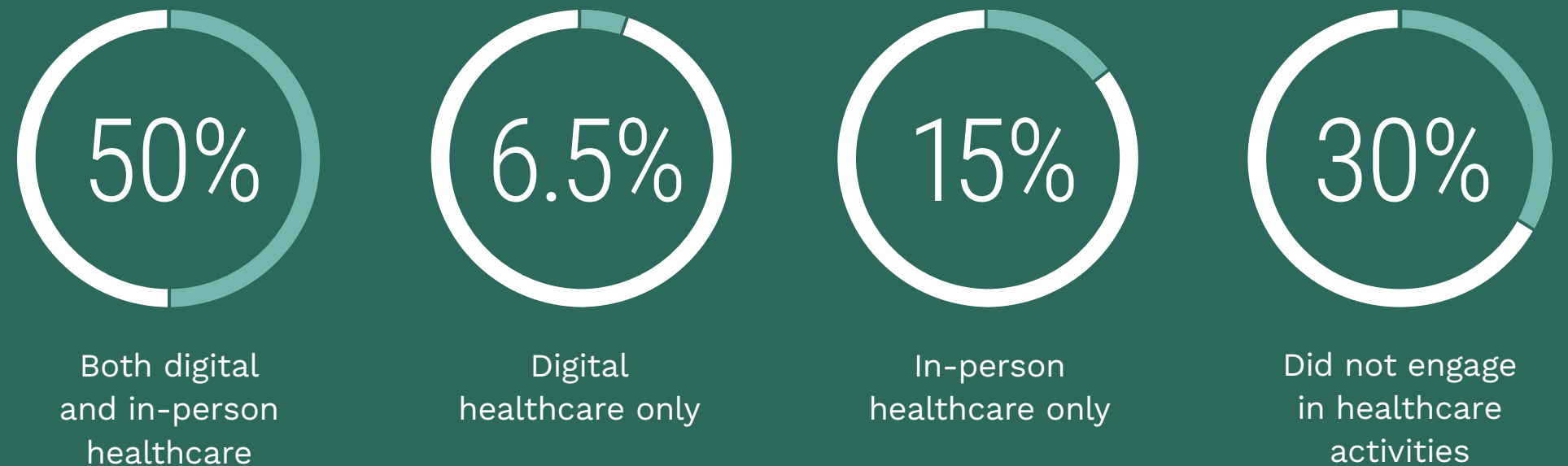
THE \$1.1 TRILLION HEALTHCARE INDUSTRY HAS MOVED TO A HYBRID BUT DIGITAL-FIRST MODEL.¹

Fifty percent of consumers engaged with healthcare providers using a mix of digital and physical channels.²

Just a small, shrinking portion of U.S. patients use either physical or digital channels exclusively. Fifteen percent of patients see their healthcare providers using just physical channels, and 7% engage solely online.

THE RISE OF OMNICHANNEL HEALTHCARE IN THE U.S.

Share of consumers engaging in healthcare-related activities through select channels



¹ The ConnectedEconomy™: Omnichannel Healthcare Takes Center Stage. PYMNTS. August 2022. <https://www.pymnts.com/study/connected-economy-omnichannel-healthcare-takes-center-stage-consumer-health-telehealth/>. Accessed December 2022
² Ibid.

DIGITAL OPTIONS HAVE EXPANDED ACCESS TO HEALTHCARE SERVICES FOR THE 73 MILLION CONSUMERS WHO DON'T HAVE THE TIME OR MONEY TO SEE A DOCTOR IN PERSON.

Digital healthcare options were most popular among financially struggling consumers, drawn to lower costs and more flexible solutions.

Consumers who live paycheck to paycheck — and thus may struggle to pay for costly in-person appointments — are most likely to use digital healthcare options. These consumers may be more likely than most of our respondents to be paid by the hour, in which case the extra cost of in-person appointments often includes a missed paycheck.

It may come as little surprise that 60% of consumers who live paycheck to paycheck with issues paying their bills report using digital healthcare options. This share compares to 53% of consumers living paycheck to paycheck without issues paying their bills and 46% of consumers who do not live paycheck to paycheck who do the same.

Forty-one percent of patients who live paycheck to paycheck use telemedicine and remote counseling services, for instance, while just 15% of patients not living paycheck to paycheck do the same. This underscores how central digital healthcare has become to the millions of consumers living on a budget.

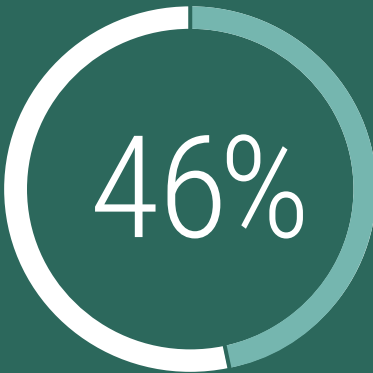


ENGAGEMENT IN DIGITAL HEALTHCARE

Share of patients with different financial lifestyles engaging in digital healthcare activities



Overall



Do not live
paycheck
to paycheck



Live paycheck to
paycheck without
issues paying bills



Live paycheck to
paycheck with
issues paying bills

HEALTHCARE'S FASTEST-GROWING PATIENT COHORT – THE 80 MILLION MILLENNIAL AND GENERATION Z PATIENTS – USE MOBILE WALLETS AND BUY NOW, PAY LATER (BNPL) TO PAY HEALTHCARE PROVIDERS.

These consumers use digital payment methods such as digital wallets 70% more than other consumers to pay their healthcare bills.

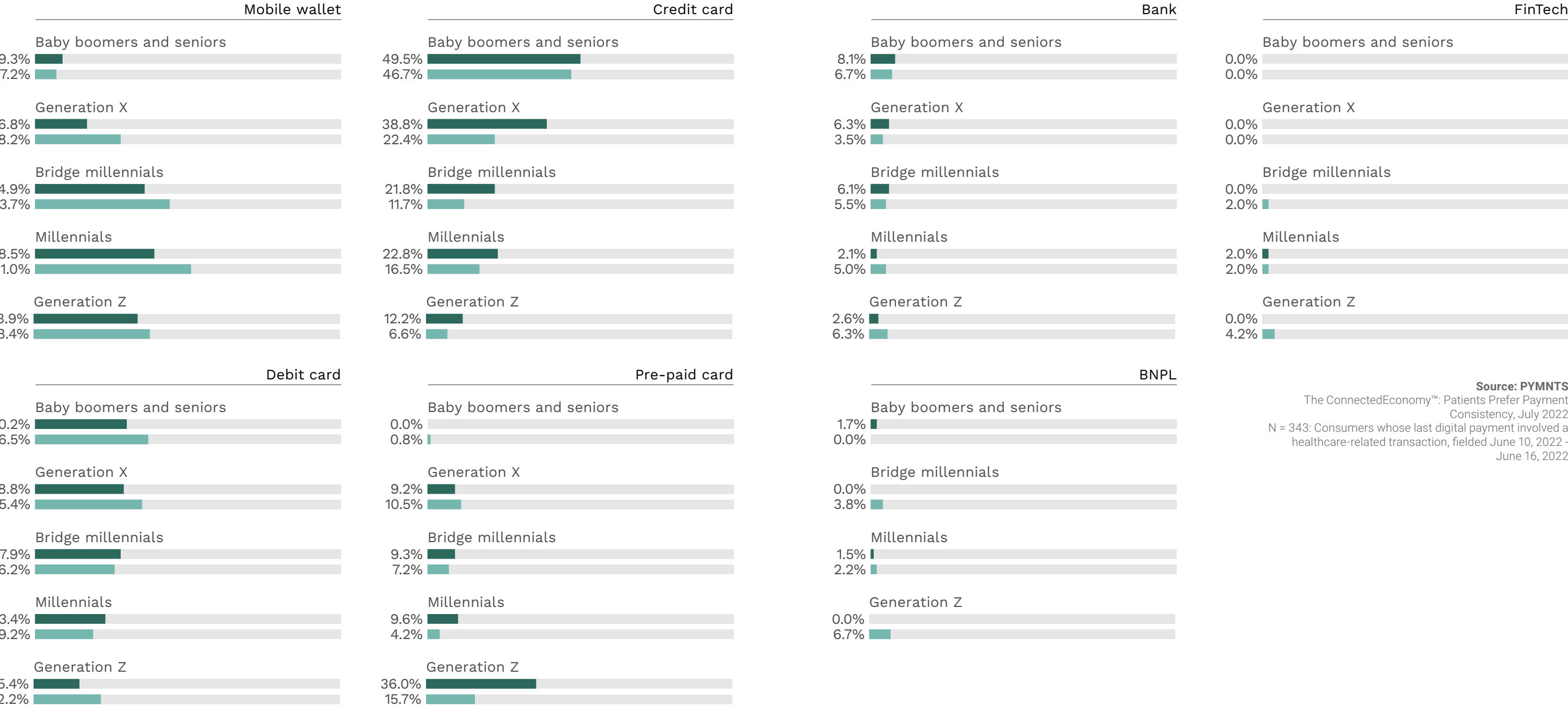
Millennials, bridge millennials and Gen Z patients led the way in using digital payment methods at the doctor's office. They are more likely to pay healthcare expenses via digital wallets than credit or debit cards combined. Fifty percent of millennials used a mobile wallet to pay for healthcare services during Q2 2022, as did 38% of Gen Z. Meanwhile, just 7% of baby boomers and seniors paid for healthcare expenses using digital wallets.



FIGURE 1:
Payment preferences

Share of consumers who use each payment method, by generation

■ Q1 ■ Q2



Source: PYMNTS
The ConnectedEconomy™: Patients Prefer Payment Consistency, July 2022
N = 343: Consumers whose last digital payment involved a healthcare-related transaction, fielded June 10, 2022 - June 16, 2022

FORTY-NINE PERCENT OF U.S. CONSUMERS USE CONNECTED DEVICES AND APPS TO MONITOR AND TRACK THEIR HEALTH AND WELLNESS.

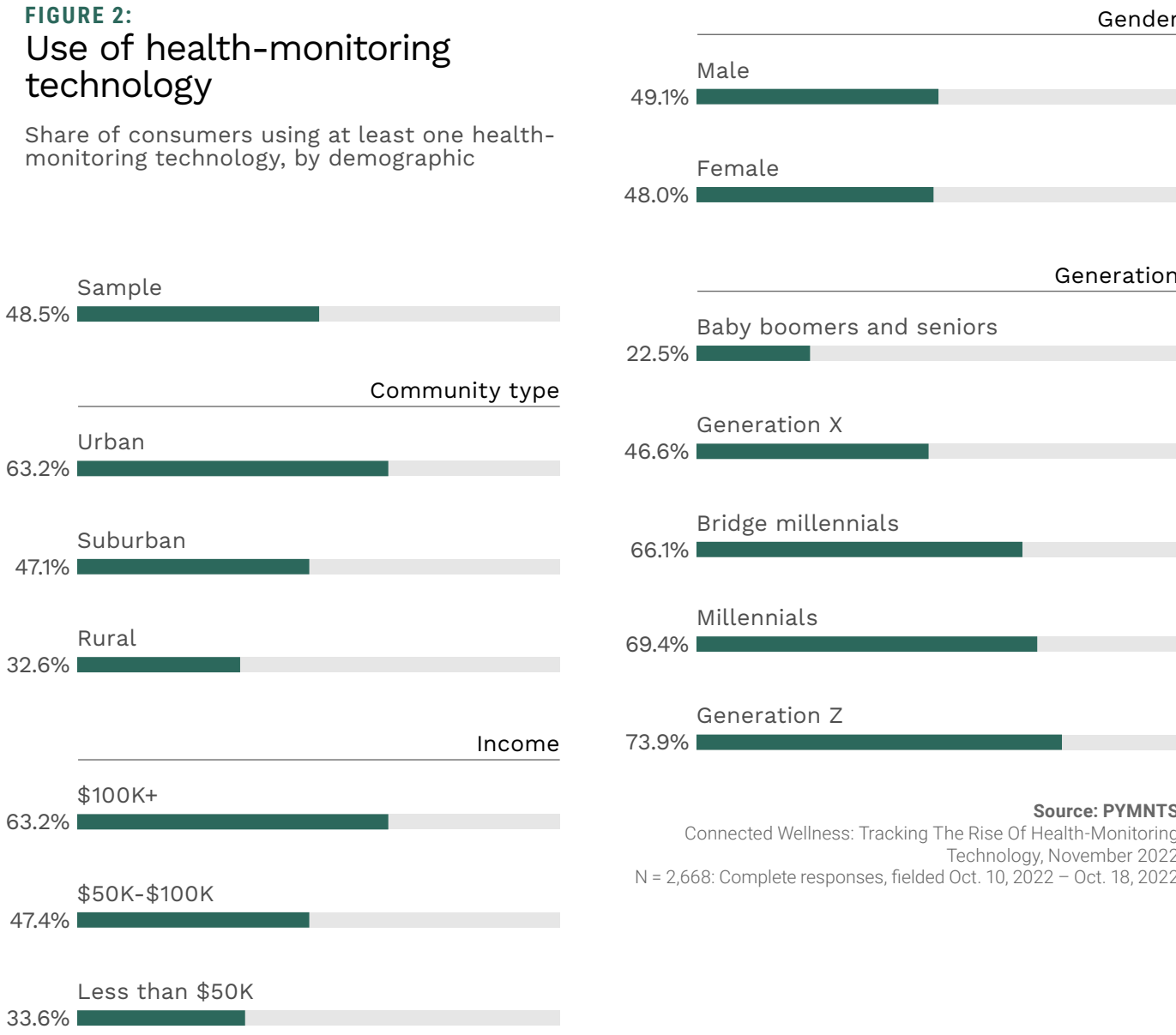
Health-tracking technology is the most common connected health habit in the U.S. Use of health-tracking technologies has grown by 21% — a projected 21 million more U.S. consumers — since November 2021.

The share of consumers who use connected apps to monitor and track their health between doctors’ appointments has steadily increased since November 2021 as consumers become more pro-actively engaged in staying healthy.

Meanwhile, the use of wearable devices such as smartwatches is growing even faster. One in every four adults reported owning a smartwatch in October 2022 — 10% more than in January 2022.

FIGURE 2: Use of health-monitoring technology

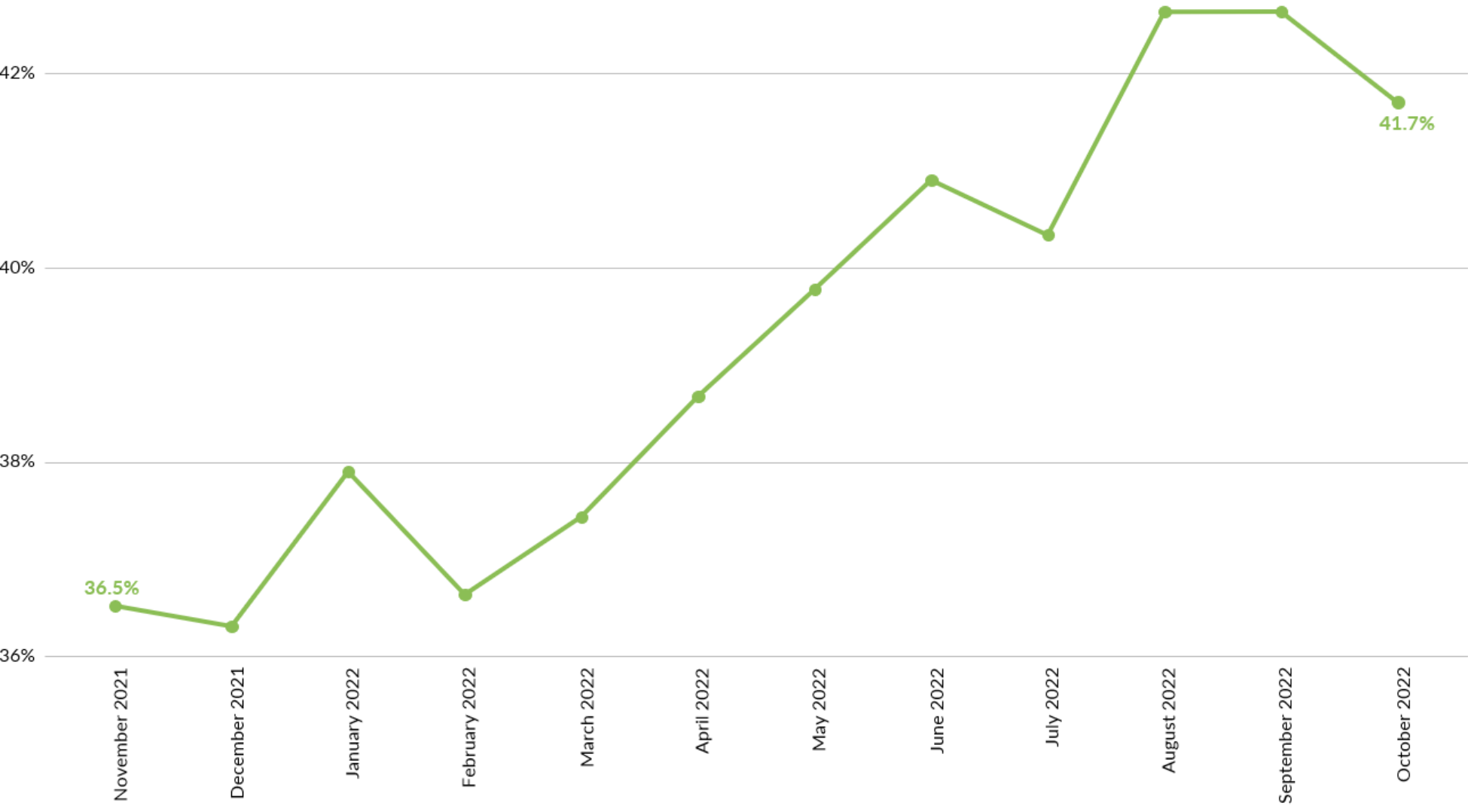
Share of consumers using at least one health-monitoring technology, by demographic



Source: PYMNTS
 Connected Wellness: Tracking The Rise Of Health-Monitoring Technology, November 2022
 N = 2,668: Complete responses, fielded Oct. 10, 2022 – Oct. 18, 2022

FIGURE 3:
Use of wearables

Share of consumers using wearable technologies



Source: PYMNTS
Connected Wellness: Tracking The Rise Of Health-Tracking Technology, November 2022
N = 2,668: Complete responses, fielded Oct. 10, 2022 – Oct. 18, 2022

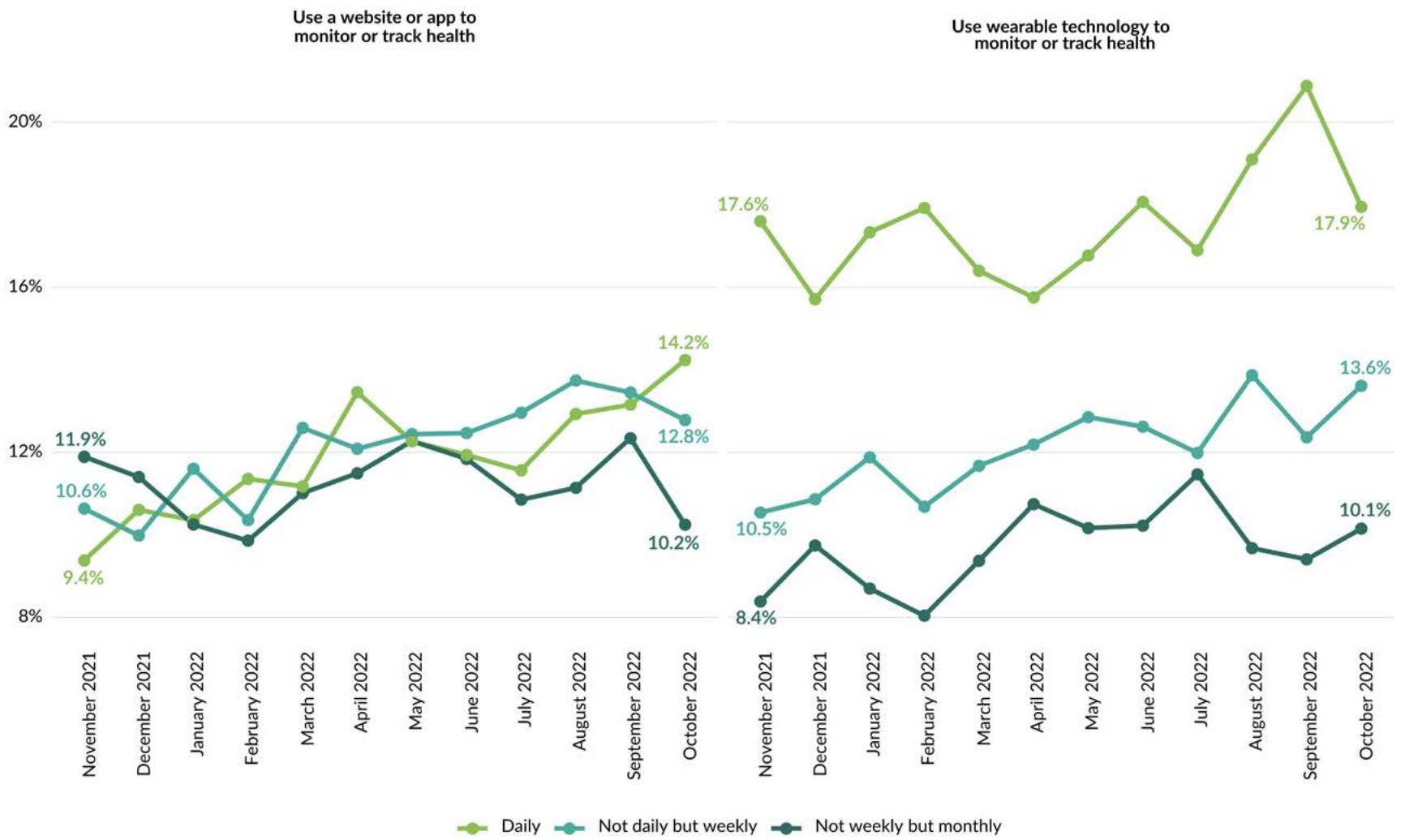


CONSUMERS WHO OWN AND USE WEARABLES AND OTHER HEALTH-TRACKING TECHNOLOGIES GENERALLY USE THEM WEEKLY OR MONTHLY.

Adding more features and capabilities to these technologies can help convince consumers to use them more often.

Many health-tracking apps — blood sugar trackers, for example — and wearable devices such as smart-watches are designed to be used every day, but just a handful of consumers use them more than once per week. Fifty-seven percent of the consumers who use wearables and 61% who use health-tracking apps or sites use them weekly or monthly. This shows that many consumers see value in using such technologies, but also that some aspect of the user experience is causing users to engage with them less often than intended. Adding more features and capabilities could help enhance user experience and potentially drive more frequent use.

FIGURE 4: Changes in the frequency of use of health-monitoring technologies
Share of consumers who used a health-monitoring technology, by type of technology and frequency of use



Source: PYMNTS
Connected Wellness: Tracking The Rise Of Health-Tracking Technology, November 2022
N varies based on month; N = 2,668: Complete responses in October 2022, fielded Oct. 10, 2022 – Oct. 18, 2022

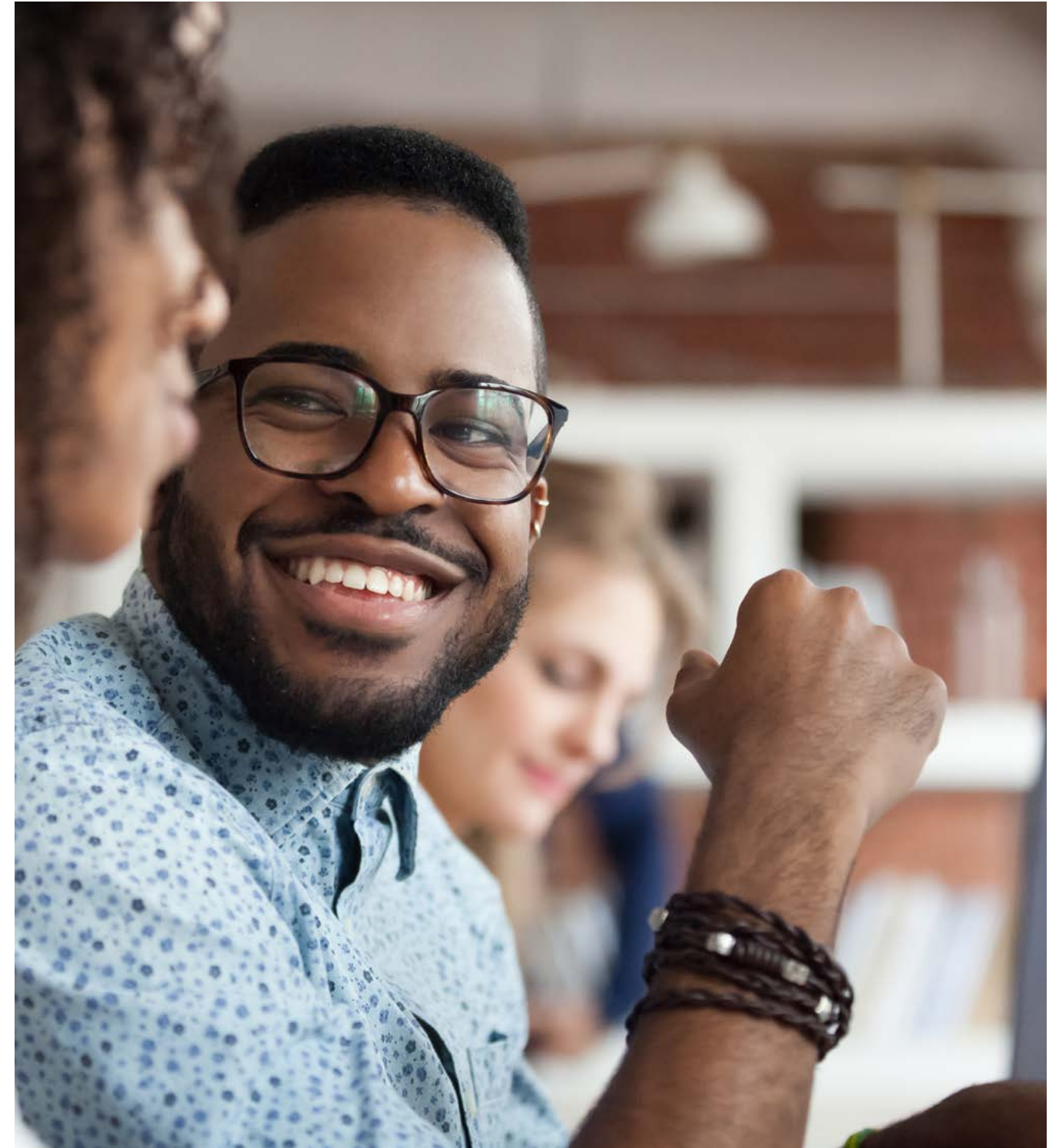


Conclusion

Patients have come to expect the same type of speed, convenience and accessibility from their healthcare providers as they do from their eCommerce shopping experiences. That means immediate, easy-to-use services and seamless digital payments. Providers must deliver on these expectations if they hope to succeed in this increasingly digital ecosystem.

Methodology

For How Digital Has Changed The Consumer Healthcare Experience And Expectations: June 2022 - December 2022 Recap, a PYMNTS and CareCredit collaboration, we drew data from six unique survey reports published each month between June 2022 and November 2022, representing the voices of 16,757 U.S. consumers.



About

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PYMNTS

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