

## Managing Your Health - US - January 2018

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Consumers and brands alike are talking about wellness in the face of an uncertain healthcare market and growing health issues. To bring down healthcare expenses, health management is increasingly placed in the hands of consumers who are turning to a variety of sources to improve their wellbeing and receive guidance.

This report looks at the following areas:

Wellness is a journey for many adults, indicating that the health and wellness industry will continue to grow by addressing the unique and changing needs of US adults.

- The cost of health insurance causing concern
- Proactive care is starting too late in life
- Doctors cannibalize health guidance for older adults
- Watered down wellness

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## The Consumer – What You Need to Know

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## Perceptions of Health Information Sources

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