

Health and Technology: Inc Impact of COVID-19 - UK - July 2020

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This report looks at the following areas:

- The impact of COVID-19 on purchasing and use of health technology products services and apps.
- The ways consumers use health technology and how this will change as a result of COVID-19.
- Launch activity and innovation from companies innovating in the health technology space.
- What future trends in health technology will mean for longer-term developments in the health tech space.

Consumer health technology is a rapidly growing field brought into sharp focus by the COVID-19 pandemic. Apps and services to aid managing diet and nutrition, exercise, mental health and provide guidance such as symptom trackers will help consumers navigate an uncertain and difficult period in the short term. Growth in wearables such as smart watches and fitness bands, which can play a role in monitoring health data such as blood pressure and heart rate, can be a platform for the wider use of health technology longer term.

Health tech can also help prevent and manage conditions, provide reminders for screening appointments, and be a gateway for information and guidance to navigating health issues and information. It has the potential to deliver tools for consumers to manage the diverse areas and influences that affect overall health and wellbeing in a holistic manner, and act as a steward for all-round health and wellness management.



“Consumer health technology is a rapidly emerging field brought into sharp focus by the COVID-19 pandemic. Apps and services to aid in diets, exercise, mental health and nutrition will help consumers navigate an uncertain and difficult period. Health technology’s longer-term potential is in delivering tools help manage overall health and wellbeing in a proactive, holistic manner.”

– Joe Birch, Consumer Technology Analyst
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- Portable air quality monitors
- Personal monitors for vital signs
- At-home DNA testing kits
- Paternity tests arrive in the late 1990s
- DNA kits to trace ancestry
- Direct-to-consumer genetic testing for disease risk
- Diet and fitness DNA tests
- Next generation sequencing DNA tests
- Telemedicine and remote consultation
- Babylon Health
- Push Doctor
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- Health and wellbeing apps can be habit forming
- Barriers to use increase with age
- Goal-defined targets can drive health and tech use
- Time-saving and transparency are important considerations for consumers

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Figure 24: Potential benefits of using health apps and services, March 2020

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