

Changing Face of US Healthcare: Incl Impact of COVID-19 - US - November 2020

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This report looks at the following areas:

- The impact of COVID-19 on professional healthcare services and personal health management
- Overview of US healthcare and impact of employment rates on consumer wellbeing
- Using telehealth to improve communication strategies
- Alternative healthcare services have opportunity to improve perceptions of cost
- Brands must prioritize consumer standards of personal health safety

During the initial lockdown phase of COVID-19, stay-at-home measures and business closures to limit the spread of COVID-19 halted elective and non-emergency medical services. Healthcare brands and services embraced digital platforms and evolved to answer consumer needs. As COVID-19 persists, adults are adopting new expectations of trust, safety, transparency and adaptability from healthcare brands. Services able to meet shifting demands as well as establish trusting relationships with consumers will thrive as valued partners in health management.



“COVID-19 has drastically changed how adults interact with the US healthcare system, as well as what adults expect from healthcare brands.”
– **Andrea Wroble, Senior Research Analyst, Health and Wellness**

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