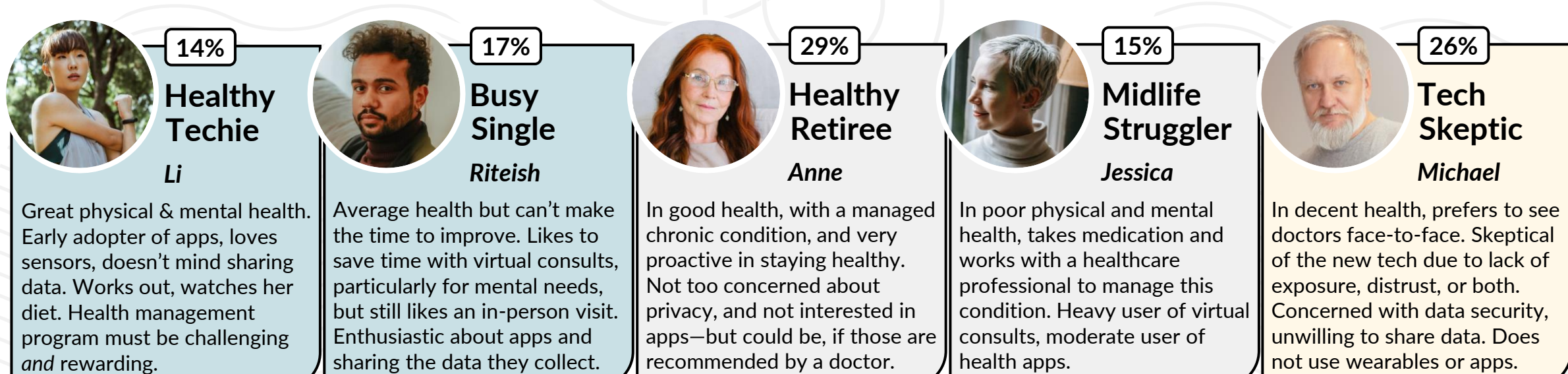


Virtual care adoption is here to stay. For some Canadians—even after the pandemic.

Embracing virtual Health Care really depends on how Canadians view their health and use technology

PERSONAS

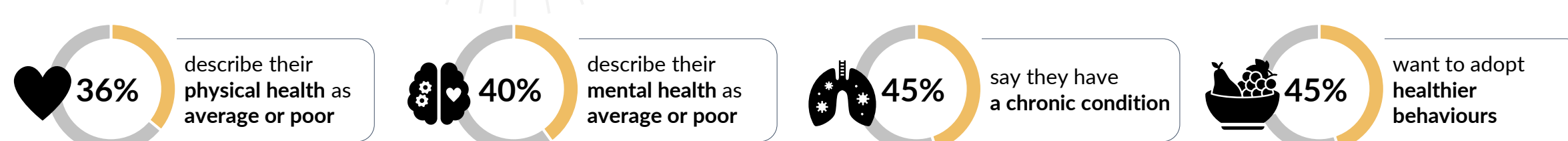
Healthy Techies and Busy Singles are most interested in health tech adoption.



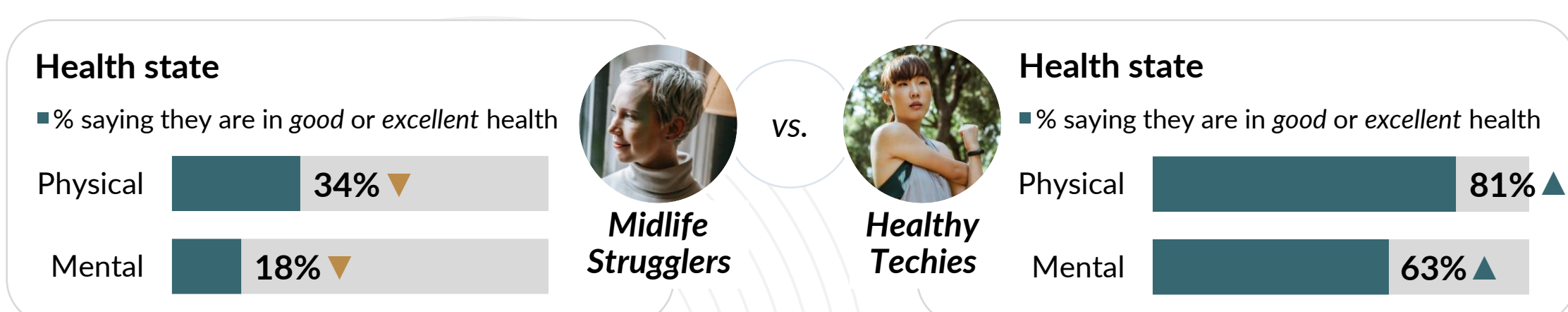
Advanis identified five (5) segments/personas among study participants using the Multiple Correspondence Analysis and Hierarchical Clustering approach to segmentation. Segments differ in their openness to health tech adoption, from most interested to least interested.

OVERALL HEALTH ASSESSMENT

Just over 6 in 10 Canadians report they are in good physical health, while 4 in 10 struggle with their mental health...

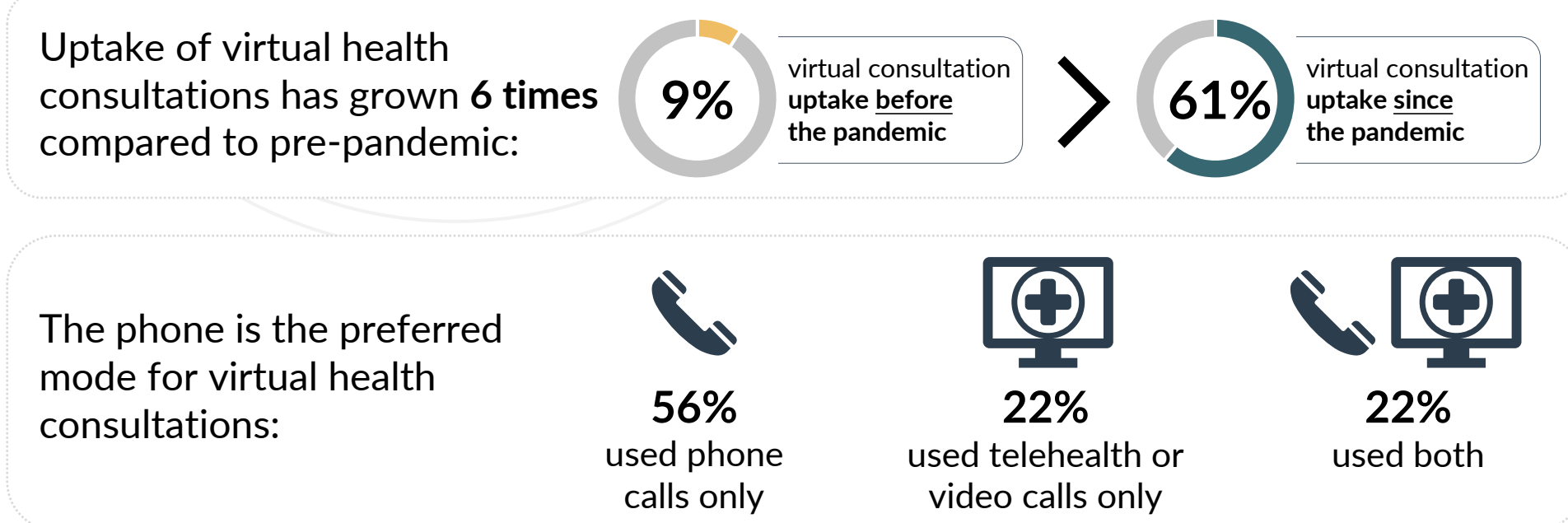


Midlife Strugglers more likely to be managing poor health than Healthy Techies:

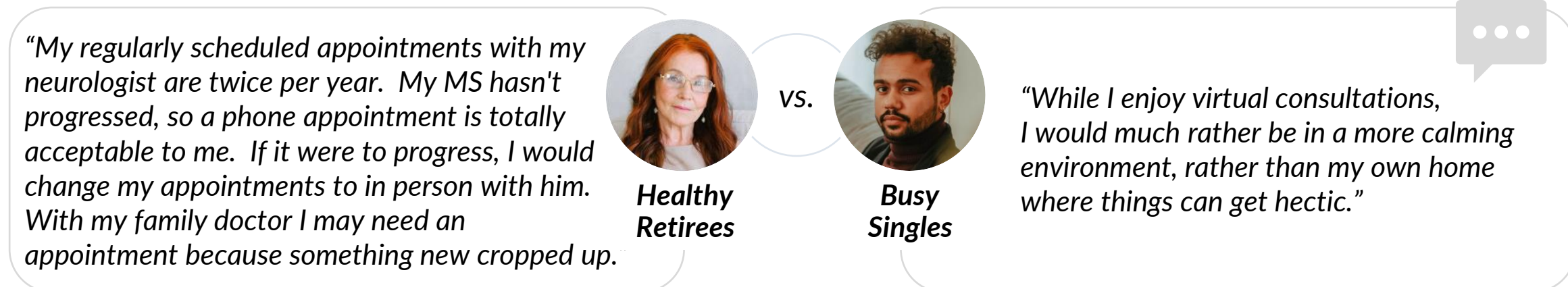


VIRTUAL CONSULTATIONS

Virtual healthcare during the pandemic has fueled post-pandemic adoption.

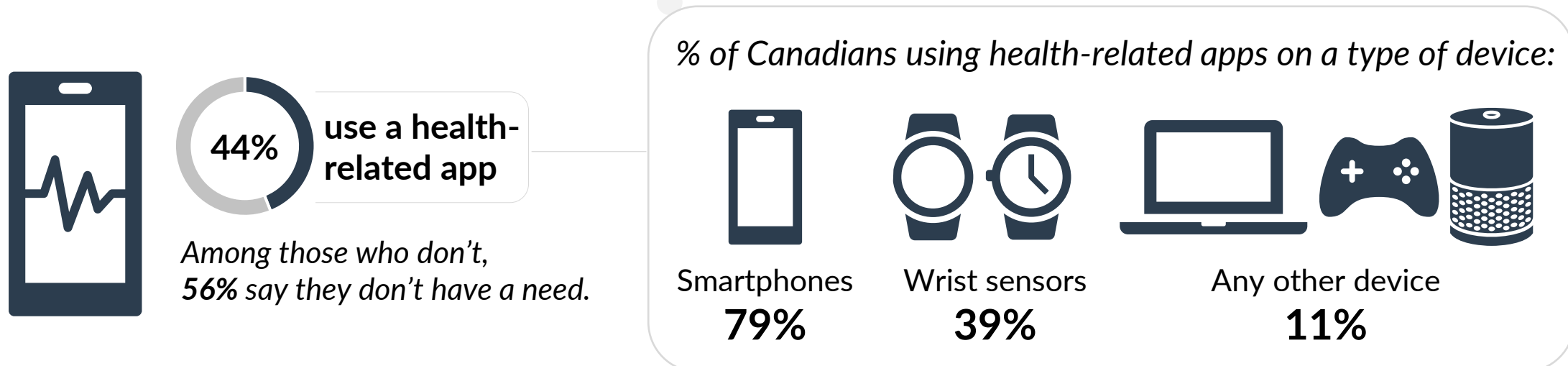


But...Healthy Retirees and Busy Singles still want to consult face-to-face...

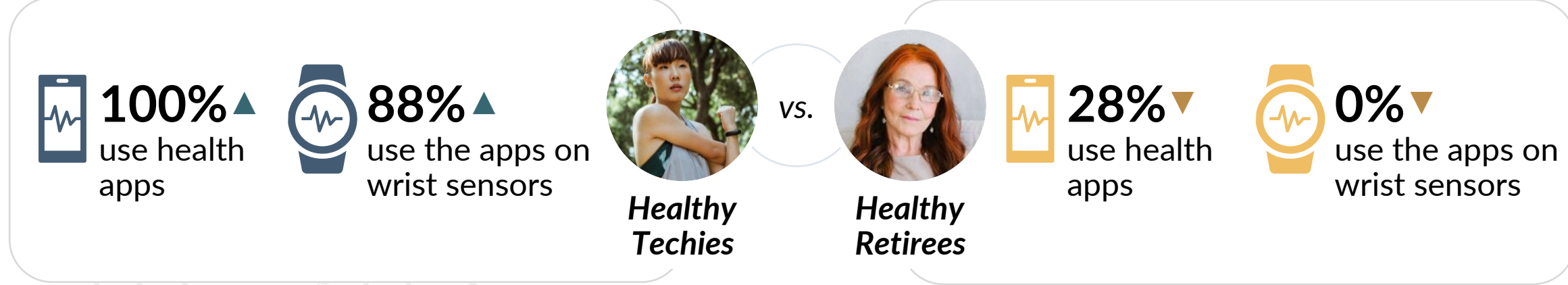


USE OF TECHNOLOGY & APPS

Over 2 in 5 Canadians use health-related apps –on their phone or wrist sensors—but adoption of more advanced technology remains low.



Adoption of technology for health management varies significantly across personas:



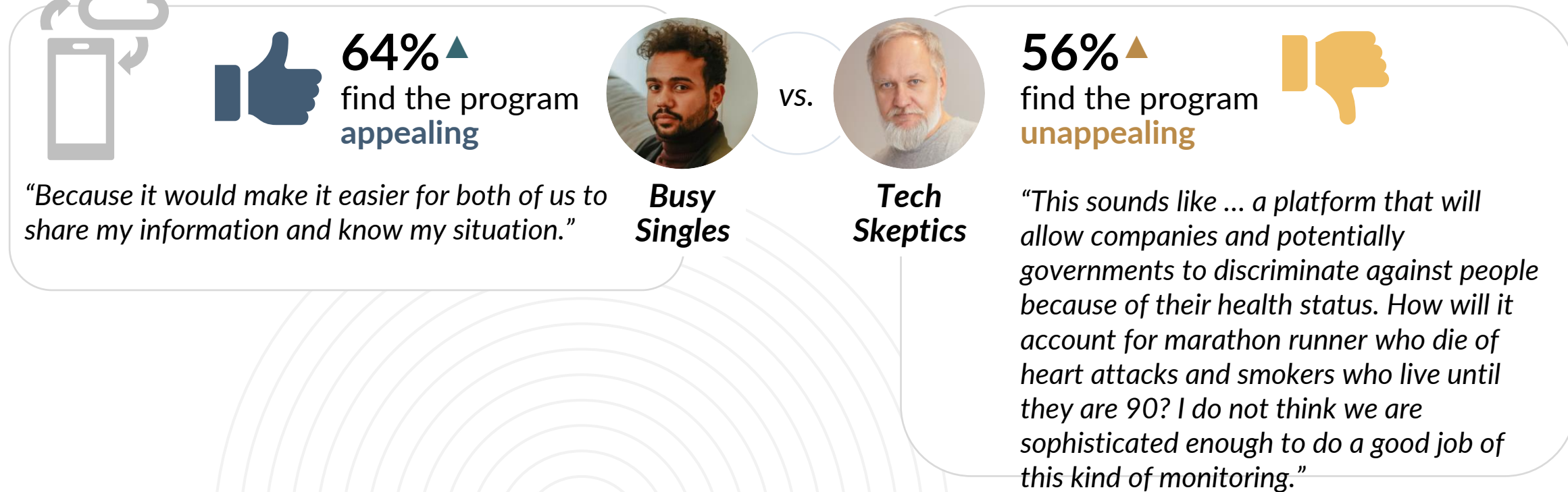
APP-ENABLED INSURANCE PROGRAM

Nearly half of Canadians would be interested in an app-enabled health management program in exchange for rewards to improve their health.

if offered by an employer: 57%

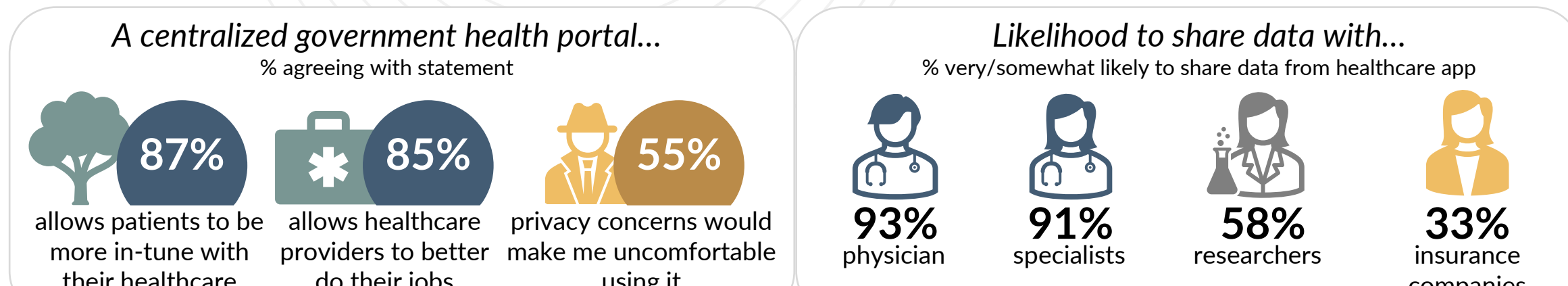
if offered by an insurance company: 34%

Not surprisingly, app-enabled health platforms are more appealing to Busy Singles than Tech Skeptics:

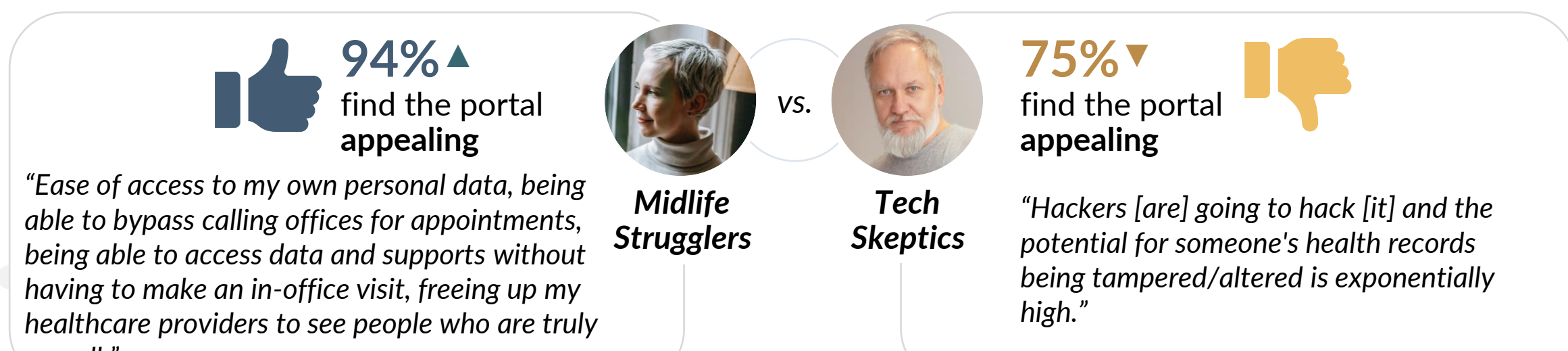


DIGITAL HEALTH DATA

9 in 10 Canadians want a health data-centric government platform... But privacy concerns linger.



Appeal is much higher among Midlife Strugglers than among Tech Skeptics:



An online survey of 1,005 Canadian adults conducted by Advanis from January 19 to January 31, 2022.

For more details contact anu_bhalla@advanis.net

@AdvanisInsights on Twitter, Advanis on LinkedIn, www.advanis.net on web