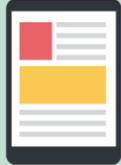


Digital Connectedness & Consumer Healthcare

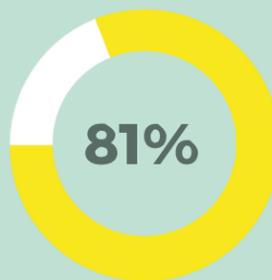
It's a connected world and consumers want to be digitally connected to the brands they know and love. They expect sophisticated, digitally focused services to support their buying decisions.

Consumer Digital Experience

U.S. consumers average **3.5** connected devices per person



70% of people in the U.S. access the internet daily

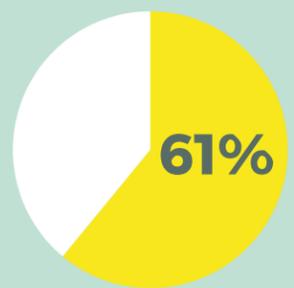


81% of shoppers conduct **online research** before purchasing



Digitally savvy consumers will account for **10-30% total CPG industry growth** in the next 5 years

61% of consumers read **product reviews** before purchasing



Create a Bold Omni-Channel Experience

Consumer healthcare brands continue to grow and evolve, and must increase their digital presence in a strategic, digitally savvy manner.

1

Develop the value of the product into an identity

Consumers are inundated with marketing messages, and in the digital world they have the option to skip or scroll past. Understanding that organizations must provide the consumer with value first is essential.



2

Select the digital technologies that make the most sense and avoid "me too" scenarios

Determine if an app will improve consumer experience and/or offer a unique benefit. The consumer must be able to associate the brand with something useful, creating a value exchange.



3

Engage the consumer through communication and community

Leading brands share relevant content, support worthy local causes, and partner with like-minded social communities to show commitment, and garner praise and shares. It is all about engagement, interaction, and developing loyalty.



Brand success and market position lies in the ability to embrace and adapt to the rapidly evolving digital landscape. Be bold, be innovative, and reap the rewards. If you want to know more about caregiver and patient experience programs, contact the Paragon experts at consultparagon.com or call us at 1-800-462-5582.

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