

# Demanding Digital Health in focus

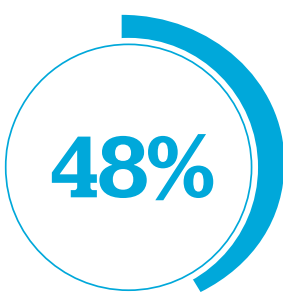
The rise of the digitally discerning citizen

The digitally discerning citizen has clear expectations of what they want from health digital services

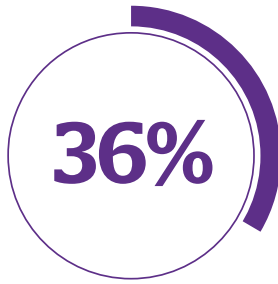
When it comes to digital services from healthcare providers:



Overall citizens are more willing than not to adopt new digital services from healthcare providers:



willing



neither willing or reluctant



reluctant

