

TECHNOLOGY READINESS AND WEARABLES ACCEPTANCE IN HEALTHCARE

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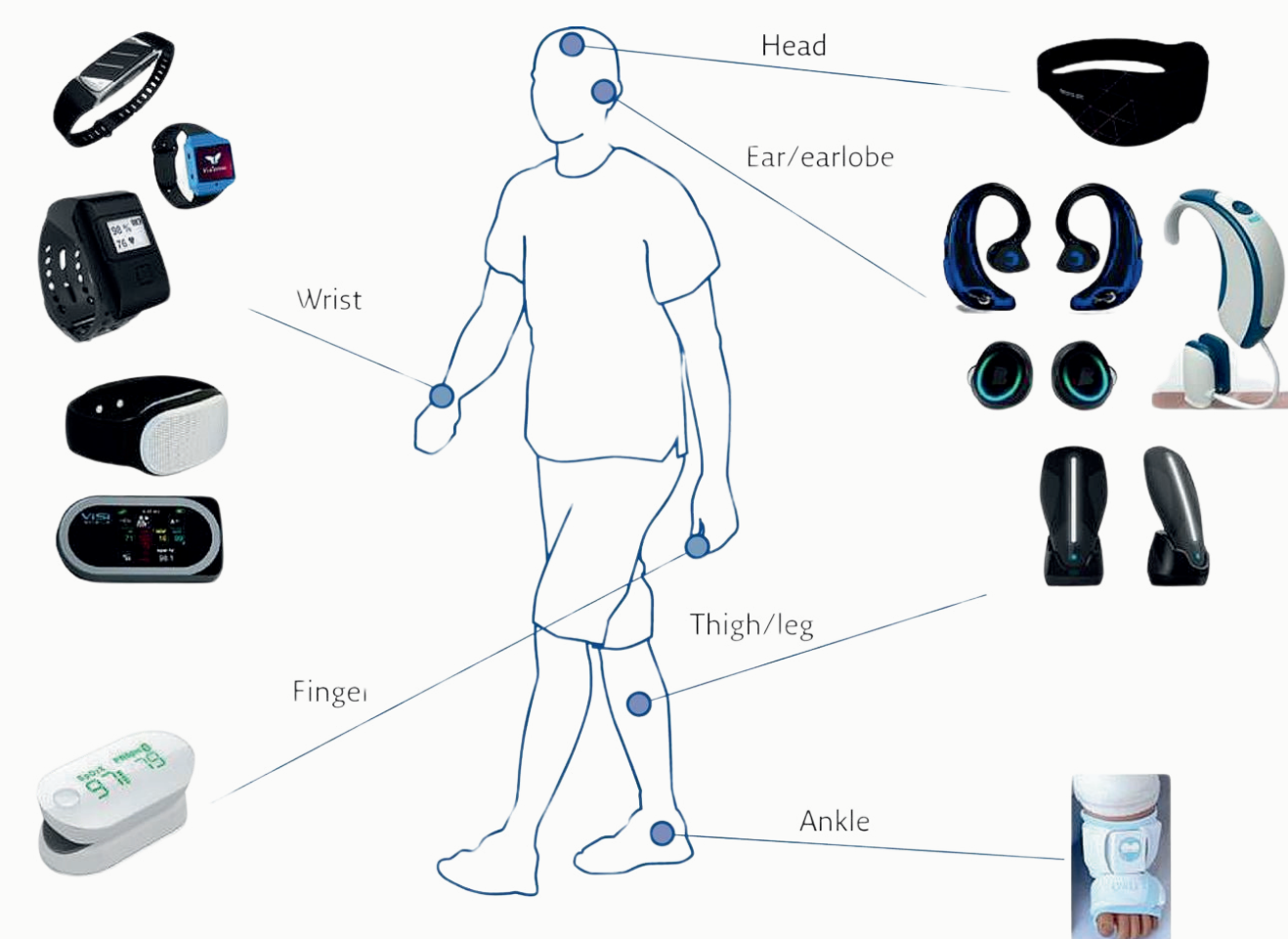
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INTRODUCTION

The use of **wearable devices** for healthcare can significantly contribute to the diagnosis and treatment of diseases. They allow the **remote monitoring** of patients and the **collection and sharing** of patients' **physiological data**, saving the patients' time and the healthcare industry's resources. However, despite the existing potential benefits, the use of these devices is still incipient in society.

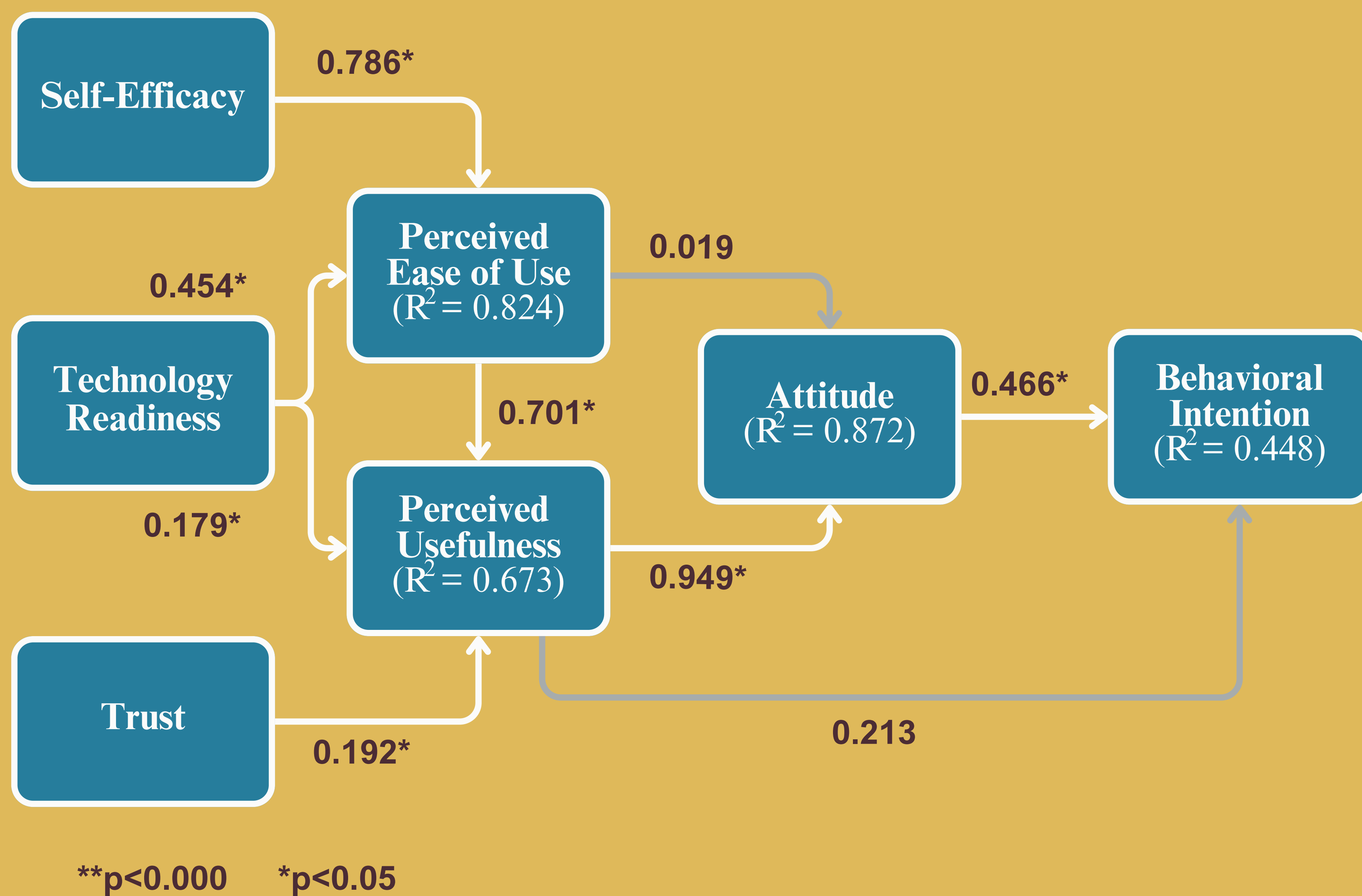
OBJECTIVES

Analyze the drivers for patient adoption of wearable technologies for healthcare and propose a model for their acceptance and adoption.



METHOD

- * **Cross-sectional Survey** with 424 adult Brazilian respondents
- * **Use of established scales** to measure Behavioral Intention, Attitude, Perceived Ease of Use, Perceived Usefulness, Self-Efficacy, Technology Readiness, and Trust
- * **Structural Equations Modeling (SEM)**



* Significant effects for these relationships:

- patient **Self-efficacy** perceptions (0.786) on Perceived **Ease of Use** of wearable technology
- patient **Technology Readiness** (0.454) on Perceived **Ease of Use** of wearable technology
- Perceived **Usefulness** of wearable technology (0.949) on the patient's **Attitude** towards using it for healthcare.

* The model could explain:

- **87.2%** of the variance in patient **Attitude**
- **44.8%** of the variance in patient **Behavioral Intention** to adopt wearables for healthcare.

RESULTS

CONCLUSIONS

* Issues that influence the adoption of wearables for healthcare:

- patient self-confidence and familiarity with technologies,
- patient technological readiness
- patient perception of the immediate usefulness of the technology.

* Implications for healthcare organizations and public healthcare regulators:

- diffusion strategies should initially target audiences composed of individuals with high technology readiness,
- marketing strategies should include adequate communication of device use benefits.

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