



On the M/A/R/C®

Bringing health into focus



Celebrating Seniors During National Wellness Month

Based on an online survey by M/A/R/C® Research, an overwhelming majority of seniors (65-85 years) proactively manage their health.

51% Agree information on activity levels and calories burned would motivate them to get healthier

55% Are willing to change their habits to get healthier

67% Agree that being healthy does not require too much time and effort

Half of the seniors in our online survey use a **medical or wearable device**. Those with medical devices would share information with:

- Primary care provider - **100%**
- Another medical professional - **70%**
- Health insurance company - **61%**



77% indicate having high emotional well-being.

Many report feeling:
Calm and relaxed
Cheerful, in good spirits
Fresh, rested upon waking

Three-quarters of seniors consider themselves partners with their healthcare providers and agree it's beneficial to health insurance companies if the people they cover are healthy. Most welcome **receiving online information** from health insurance companies about special programs (health/wellness, specialized care, mail pharmacy).



National Wellness Month focuses on self-care, healthy routines, and managing stress.

We'd love to share more!

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