

# Online and In Touch

*Broadband gives everyone easy access to healthcare*



**CONNECTED  
NATION** SM



Local pharmacists and family doctors were once considered the primary source

for healthcare information. Today, broadband has given residents everywhere a new trusted resource for their healthcare needs. Residents with broadband are significantly more likely to:

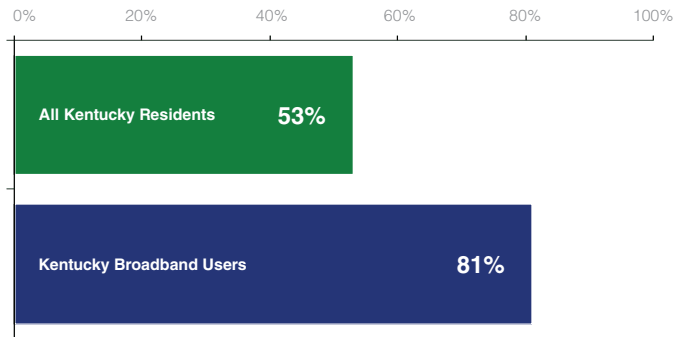
- Access healthcare resources
- Get medical information
- Interact with healthcare professionals
- Interact with insurance companies

Broadband also levels the playing field among all socioeconomic populations. Generally, residents with annual household incomes less than \$35,000 are significantly less likely to access healthcare information online. With broadband at home, however, the income-driven disparities are nearly eliminated.

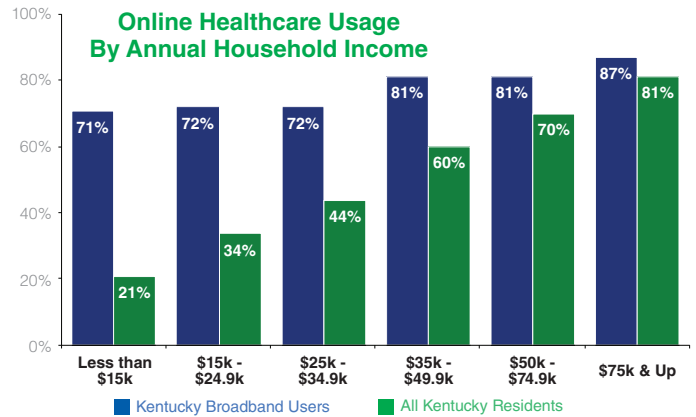
Among broadband subscribers who obtain healthcare information online, 72% agree it has empowered them to become healthier. These individuals also report saving a combined \$45.4 million annually by accessing information and services online.

To see the full study, visit [www.connectkentucky.org](http://www.connectkentucky.org).

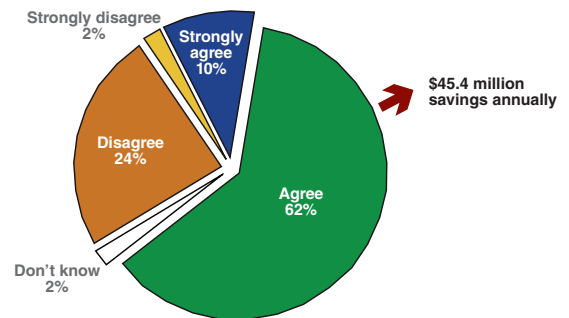
**Percent of Residents Accessing Healthcare Resources Online**



**Online Healthcare Usage By Annual Household Income**



**Obtaining healthcare information Online has empowered me to be healthier**



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