

# Press release

June 16 2016

## MONOLITH PARTNERS

### **Allianz Worldwide Partners (AWP) and Monolith Partners unveil the top 3 'connected health' applications sought by consumers.**

AWP and Monolith Partners conducted the first worldwide study on connected health and on personal data protection, using the panel of Apple Watch owners. The study was carried out by OpinionWay.

This study, which was conducted with a sample of 1,102 people belonging to the panel of Apple Watch owners, was carried out from 26 April to 2 May 2016 via an online questionnaire.

This study makes it possible to quantify expectations in terms of health-related and IoT services and applications, and to establish a 'Top 3' of connected health applications.

**26% of panel members questioned** named **blood pressure measurement** as the top service that would help them feel in better health.

**Diabetes/blood sugar control** would be the 2<sup>nd</sup> most useful application for 12% of those surveyed. Rounding off the podium in 3<sup>rd</sup> place is **sleep quality measurement**, with 11% of votes.

**36%** of people surveyed were concerned about theft of their personal data through their connected devices. For **85%** of this segment, this involved their bank and financial information, and consists of **personal identity data** for **79%**.

**16%** have already signed up with a personal data protection service, and **28%** reported being ready to subscribe in the future.

**Dan Assouline, Member of the Board in charge of Digital and Market Management and responsible for the Southern Europe region comments:**

"Health applications might be in their early stages of adoption, but consumers are already showing a strong interest in them. These apps allow consumers to monitor their food intake, their physical activity or even their blood sugar levels: the possibilities for tomorrow's apps are endless. Health apps will empower anyone to manage their health right from their fingertips." said Dan Assouline, Regional CEO France & South Europe, Chief Digital and Market Officer, Board member at Allianz Worldwide Partners.

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## **About Allianz Worldwide Partners**

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Dedicated to bringing worldwide protection and care, Allianz Worldwide Partners is the B2B2C leader in assistance and insurance solutions in the following areas of expertise: global assistance, international health & life, global automotive and travel insurance. These solutions, which are a unique combination of insurance, service and technology, are available to business partners or via direct and digital channels under three internationally renowned brands: Allianz Global Assistance, Allianz Worldwide Care and Allianz Global Automotive. This global family of over 16 000 employees is present in 75 countries, speaks 70 languages and handles 40 million cases per year\*, protecting customers and employees on all continents.

For more information, please visit [https://www.allianz.com/en/products\\_solutions/services-and-assistance/allianz-worldwide-partners/](https://www.allianz.com/en/products_solutions/services-and-assistance/allianz-worldwide-partners/)

\*for 2015, excluding Global Automotive

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### **About Monolith Partners:**

Monolith Partners, Europe's first brand tech agency, was founded by Laurent Foisset (formerly Managing Director of IPG Mediabrands and co-founder of 118 218) and Xavier Desmaison (CEO of Antidox). The agency offers a complete understanding and mastery of technology combined with a great deal of marketing and brand management expertise. Monolith Partners works for major brands facing the challenges of a premium segment in the distribution, finance, education, luxury, beauty and fashion sectors. Monolith Partners is active in Paris, London, San Francisco, Casablanca and Prague.

Website: <http://monolithpartners.com/>

### **About OpinionWay:**

OpinionWay (founded in March 2000, turnover of 12 million euros) aims to help its clients understand their current and future environment simply and quickly in order to make better decisions today, take better actions tomorrow, and better imagine the future. To do this, OpinionWay continues to develop with predictive analytics (it was the first institute to develop and publish a model on regional elections), social media research (analysis of conversations on social networks), and big data.

OpinionWay's specialties include opinion surveys, marketing, market awareness, brand strategy, and product and service development for B2B and B2C markets.

OpinionWay has unparalleled experience in methodology mixing – the understanding and use of various methods of collecting and analysing data – both in France and abroad.

<http://www.opinion-way.com>