

Best Buy dives deeper into senior healthcare—and it could catch the eyes of telehealth vendors

Article

Best Buy Health [launched](#) its newest smartphone, Lively Smart, which was designed for older adults: It comes baked with simple phone features and easy one-touch access to health and safety services including urgent response, urgent care, and a mobile caregiver communication app (Lively Link). The smartphone is priced at \$149.99, not including any monthly service charges.

This launch builds on Best Buy Health’s “Active Aging” [initiative](#) for seniors:

- **In September 2020, Best Buy Health [partnered](#) with Amazon to launch LivelyFlip—a flip phone that integrates with Amazon’s Alexa voice assistant and connect seniors with on-demand providers.** The phone lets seniors make calls, send texts, and reach care teams 24/7 at Best Buy-owned telehealth company **GreatCall**.
- **In March 2021, Best Buy [teamed up](#) with Apple to offer its Lively app to Apple Watch users.** The app offers both emergency and non-emergency health support services that aim to keep older adults safe and independent.
- **Best Buy Health also has its own senior-focused [virtual care ecosystem](#) that connects remote patient monitoring (RPM) devices, telehealth, and home visits.** Best Buy’s **Caring Center** specialists observe users’ health data and reach out when they spot any unusual changes. When necessary, the Caring Center team can connect users with their preferred on-demand care provider. At the same time, family caregivers are kept in the loop via notifications provided on the connected Lively app.
- **And Best Buy Health already made a huge step into the provider space back in October via its Kaiser Permanente [partnership](#) back in October 2020.** As part of the tie-up, Best Buy’s Lively Mobile Plus remote monitoring program was embedded with Kaiser’s Medicare program.

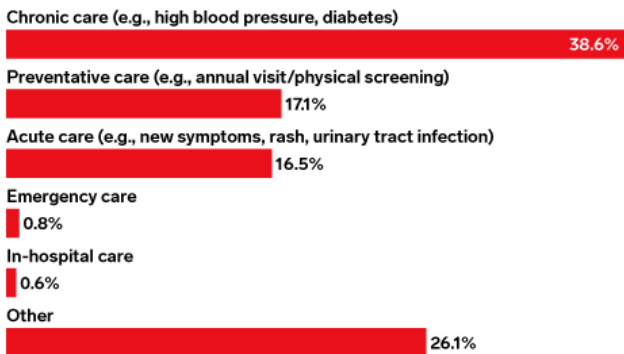
Best Buy Health’s focus on older adults could be especially attractive to virtual care vendors —there’s a growing need for at-home care among the elderly, and telehealth providers will want to help power it.

- **As more seniors eschew nursing homes, there will be louder calls for tech that enables remote caregiving. [77%](#) of people over the age of 55 want to age at home, but only [50%](#) believe they will be able to.** Innovative home health care solutions that integrate RPM and telehealth can empower seniors to live independently, while still having their health needs supported.

- It wouldn't be surprising to see a telehealth company tap Best Buy Health's products to capitalize on the growing senior healthcare market opportunity. Telemedicine use among adults 65+ increased **300%** during the pandemic—more than any other age group. On top of that, older adults are expected to make over **20%** of the population by 2030, which means integrating innovative home healthcare solutions like Best Buy's could help telehealth providers capture more consumers.

Telehealth Services Received Most Recently Among US Telehealth Users, Feb 2021

% of respondents



Note: ages 18+; among those who had at least one telehealth encounter during March 1, 2020-Jan 30, 2021
Source: The COVID-19 Healthcare Coalition, "Telehealth Impact: Patient Survey Analysis," April 11, 2021

265375

eMarketer | InsiderIntelligence.com