

# Samsung's smart TV telehealth strategy leaves the hospital for home

Article

**The news:** Samsung partnered with virtual primary care provider **HealthTap** to offer telehealth visits on its smart TVs.

**How we got here:** Samsung and global rival **LG Corp.** have been focused on delivering smart TV technology to hospitals and health systems.

- Samsung began working with **TeleHealth Services** in 2010 to design and distribute “cutting edge” hospital televisions and introduced **SmarTigr**, a patient engagement solution that used smart TV functionality to improve the inpatient experience.
- **LG Electronics** teamed up with **ezOntheCall** in August 2021 to launch a telehealth platform to help clinicians handle administrative processes and update EHRs during virtual visits.
- All LG smart TVs produced in 2021 and 2022 came equipped with a health education and telehealth app from the senior-focused health platform **Independa**.
- And in March, LG teamed up with **Amwell** to introduce digital health solutions for in-home and inpatient care.

**Why this matters:** Consumers are already attuned to using telehealth on desktops and mobile devices. But TVs are ubiquitous in US households.

- **Smart TV penetration** sits at **70.6 million US households** (54% of all households), we estimate. That will grow to 78.2 million households (57.9%) in 2026.
- Right now, **143.8 million people** (42.7% of the population) **use smart TVs** at least once a month. That will grow to 158.6 million (45.8%) in 2026.
- **42.4% of seniors 65+** use **connected TVs** in 2022, and we estimate that will **grow to 46.7% of all seniors** in 2026.

**The bigger picture:** More and more care options are shifting to the home as providers and insurers shift to value-based care models and look for the most cost-effective venue to deliver care.

- **Telehealth is a major component in this movement.** In 2025, **116.6 million US adults** (43.3% of the population) will use it, we estimate.

Boomers and the silent generation are already using telehealth, per Kantar MARS data shared with us.

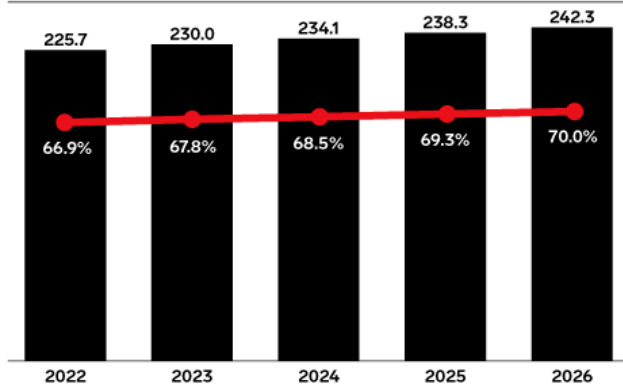
- **23% of boomers and 24% of silents said they’ve used telehealth** via a smartphone, tablet or computer in the past 12 months.
- Turning on the TV for telehealth visits should be a no-brainer.

**Our take:** The senior population is an easy target for smart TV telehealth programs, as people age 65+ spend **an average of 5.18 hours a day watching TV**, per Insider Intelligence—more

than any other age group. But the convenience won't be lost on younger adults, particularly multigenerational households where time is short and care may be hard to access.

### US Connected TV (CTV) Users, 2022-2026

millions and % of population



■ CTV users ■ % of population

Note: individuals of any age who use the internet through a CTV at least once per month  
Source: eMarketer, Sep 2022

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