



Connected Tennessee Releases Findings on Broadband Adoption in Healthcare Sector

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76% of businesses in Tennessee's Healthcare sector use broadband for business functions

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Nashville, TN – According to Connected Tennessee's recently published report, [Broadband: Transforming Tennessee's Healthcare Sector](#), 76% of the businesses in Tennessee's Healthcare sector use broadband for their business functions, a 29% increase in just four years. Within Tennessee, the report shows, the Healthcare sector has a higher-than-average broadband adoption rate.

Additional findings from this report include:

- More than four out of five Internet-connected businesses in Tennessee's Healthcare sector (82%) are using their connections to purchase or place orders for products or services, nearly two-thirds (65%) are researching ways to make their businesses more efficient, and 62% are using the Internet to market or advertise their products and services. Furthermore, almost half (48%) are using the Internet to recruit employees by advertising job openings online.
- Businesses' median broadband download speed is 5.1 Mbps; Tennessee's Healthcare sector owns higher speeds than similar businesses in other states.
- 65% of Internet-connected businesses in Tennessee's Healthcare sector report communicating with their current customers and patients via the Internet, 52% offer the convenience of online billing, 36% provide customers support for their products or services via the Internet, and one-third (33%) accept real-time payments for services and products.

- Over one-half of Tennessee’s Internet users (57%, or approximately 2.2 million adults) utilize e-Health services.
- Low-income Internet users whose annual household incomes were less than \$25,000, had no college education, or lived in rural areas were significantly less likely to utilize e-Health services than average.
- Internet users in rural Tennessee were more likely to utilize e-Health services than average rural adults.

“The ability for patients and doctors to connect electronically, whether it’s for consultation, treatment, or online billing, is rapidly becoming the norm in healthcare practices around the nation,” said Corey Johns, Connected Tennessee executive director. “These innovations are made possible through the access, adoption and use of high-speed Internet and it is certainly encouraging to see that Tennessee’s Healthcare sector is adopting and using broadband at levels outpacing the national average. Maintaining this trend will lead not only to a healthier Tennessee, but also to increased job opportunities in the growing e-Health sector.”

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About Connected Tennessee: As a public-private partnership, Connected Tennessee joins with technology-minded businesses, government entities, universities and non-profit organizations to improve economic development and enhance quality of life by accelerating Tennessee’s technology landscape. For maps, research or more information about what Connected Tennessee is doing to expand broadband access, adoption, and use, please visit www.ConnectedTN.org.

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