

LONG ISLAND CITY, NY (PRWEB) MAY 17, 2016

Tunstall Americas announced today that Casey Pittock, President and CEO, will speak at CONNECTIONS™: The Premier Connected Home Conference, May 24-26, in San Francisco. Mr. Pittock will participate in the session "Consumerization of Healthcare: Trends and Technology on Thursday, May 26 at 11:15 am. The interactive panel session will be moderated by Harry Wang, Sr. Director, Research, Health & Mobile Product Research, Parks Associates and will examine how Healthcare is taking up a large part of the IoT, driven by the demand for change in service, delivery, and quality. However, many of the most at-risk consumers are still under-informed about new wellness options in the smart home. This session addresses the shift towards a consumer-centric model and new opportunities for healthcare technology companies, service providers, and smart home players. Speakers discuss new business models using connected devices to engage consumers and strategies to target key consumer segments with IoT solutions.

"There is explosive growth in our industries, and CONNECTIONS will highlight new strategies for the connected consumer and the critical issues facing the industry, including integration, privacy and data, cloud services, and personalization features," said Stuart Sikes, President, Parks Associates. "We appreciate Tunstall Americas participating at this year's event.

"There has been a shift in demand over the past 15 years from the end-user to the caregiver, in terms of what we now call smart home connected health technology and services," according to Casey Pittock, CEO of Tunstall Americas. He continues, "The caregiver is in control, making decisions for their aging family member, or in the case of professional caregivers, for their patients – and as a world leader in connected healthcare, it is incumbent on us to effectively raise awareness with these caregivers about the innovative and affordable solutions available to help people stay healthy and safe at home."

Parks Associates will host the 20th-annual CONNECTIONS™: The Premier Connected Home Conference, May 24-26, at the Hyatt Regency San Francisco Airport in San Francisco, CA. The event brings together 650+ industry leaders and analysts to discuss use cases and emerging business models for new technology products and services that engage consumers in the converging IoT industries—including smart home, connected entertainment, and mobile ecosystems.

At CONNECTIONS™, the Parks Associates research team presents consumer adoption and forecasts of new products and services, evaluates new business strategies, and shares concrete recommendations about technology innovations, strategic partnerships, monetization opportunities, and value-added services.

"The IoT and connected home vision is a complex mix of safety, security, comfort, convenience, entertainment, personalization, and data-backed intelligence, and for two decades, CONNECTIONS™ has explored the best strategies for technologies and businesses to realize this vision for consumers," said Stuart Sikes, President, Parks Associates. "We look forward to having Tunstall Americas join this year's event."

Information about CONNECTIONS™ is available at <http://www.connectionsus.com>. Press passes for the event are available at <http://www.parksassociates.com/events/connections-us/media/presspass>. To speak with an analyst/speaker or request specific research data, please contact Holly Sprague at hsprague@gmail.com or 720.987.6614. Follow the conference on Twitter at @CONNECTIONS_US and #CONNUS16.

About Tunstall

Tunstall Healthcare Group offers a range of Connected Care and Connected Health solutions across each of its main regions - UK, Nordics, Southern Europe, Central Europe, North America and Asia-Pacific. Through the use of smart technology underpinned by high quality, high touch services we support older people and those with long term conditions to live independently, securely, healthily and happily as they are able. As the market leading provider of technology-enabled care, we have been working with health, housing and social care partners for nearly 60 years. By effectively supporting health, independence and well-being, our Connected Care and Connected Health solutions improve outcomes and deliver efficiencies when compared to traditional models of hospital or residence-based care. For more information, contact Allison.frazer@tunstall.com or visit <http://americas.tunstall.com>

About CONNECTIONS™

Parks Associates' 20th-annual CONNECTIONS™: The Premier Connected Home Conference will take place May 24-26 at the Hyatt Regency San Francisco Airport in San Francisco. CONNECTIONS™ hosts over 650 executives from the connected entertainment, IoT, and smart home industries and is focused specifically on strategies to fully engage consumers in the connected home experience.

The event provides networking opportunities and insights from industry players on entertainment, mobile, and smart home market segments. Parks Associates research team highlights the firm's research throughout the event, including technology adoption and trends, forecasts of new products and services, evaluation of new business strategies, and recommendations about technology innovations, strategic partnerships, monetization opportunities, and value-added services. Throughout the three-day event, sponsors offer tabletop demos during networking events, spotlighting new technology innovations and services.

For more information, contact sales@parksassociates.com, call 972-490-1113, or visit <http://www.connectionsconference.com>.

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