

Personalizing Disease Management Through Technology Solutions: Part I

Publication Date: Mar-06

Product Code: BFHC0721

Disease management is becoming an important topic not only within the US healthcare agenda, but also globally. Forces driving the disease management market include a world-wide aging population and increasing healthcare costs. Additionally, because ROI studies on disease management programs have been limited or inconclusive these programs have failed to gain significant traction.

timely

Reacting to the latest news breaking in your industry

focused

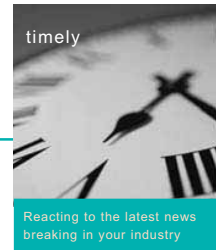
Hundreds of hours of analyst time distilled into a few pages

primary research

Unique survey data and interview results

thought-provoking

Fresh opinions and out-of-the-box thinking



Scope and coverage

- **Insight** into current usage of disease management tools among patients and consumers in major geographic markets:
 - top-5 EU
 - US
 - Japan
- **Discussion** of how physician and patient access to technology (Internet and mobile devices) will have an impact on the wider adoption of disease management programs
- **Analysis** of which types of disease management tools are most preferred by consumers and physicians
- **Identification** of future opportunities in disease management based on observed industry trends

Key findings and highlights

- Consumer demand for disease management programs is high, yet adoption remains low. Programs that involve the patient's physician can address both the lack of awareness and the lack of trust that surrounds them.
- Disease management programs will evolve into holistic programs that focus not only on chronic diseases but also wellness and lifestyle programs. Those that incorporate nutritional and wellness information will attract more consumers.
- Although technological advances, such as the Internet and mobile solutions will enhance the customization and personalized experience of disease management programs, implementation requires a human factor. Programs that include a human factor, such as a nurse, will be most effective.

Why should you buy this Brief?

- **Understand** current demand for disease management tools, as well as the obstacles that prevent their wider adoption
- **Identify** preferred types of disease management tools among consumers and physicians and determine future opportunities
- **Learn** how the disease management market is evolving and which key elements are required for a disease management program to be successful