



# Consumerism, the Empowered Patient and the Internet:

*The use of diagnostic and  
therapeutic devices*



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# The first three stages of managed care made everyone involved irritable...

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- 1 Discounted Fee-for-Service
- 2 Fragmented Management of Care
- 3 Virtual Integration of Delivery Systems

*...all manage providers, not patients*

*The fourth stage of market evolution reintroduces the human element...*

- 4 Supporting patient self-management of care



Patients and consumers = the real care managers



*Patient*



# The great gamble for employers:

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## *Under defined contribution*

- will consumer chose wisely?
- will costs and productivity suffer?
- the rise of consumerism seems inevitable -
- how can we best prepare for this?



# So what are the levers? How do we move consumers faster ?

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- encourage disruptive technologies for *CARE* --
  - ◆ cheaper and/or more convenient
  - ◆ address consumer wants
  - ◆ target peripheral markets
  - ◆ leave the leviathans sleeping....
- *examples:*
  - ◆ ClickHealth, Health Hero
  - ◆ Resolution Health Strategies, Alere



# “Packy & Marlon” / ClickHealth



# “Good Morning, Marcia...”

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- *telephones*
- *cable*
- *TVs*
- *home computers*
- *PDA's*
- *cell phones*

*...talking walls,  
satellite receivers on  
your belt, and  
other Dick Tracy  
features*



# Patients as problem-solvers:

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## *Stanford Arthritis Clinic Program:*

- ◆ 18-20 % decrease in pain
- ◆ increased satisfaction
- ◆ 4 year follow-up:
  - \_ disability                      9% greater
  - \_ pain                              20% below trend for disability
  - \_ physician visits              42% fewer

*Holman et al 1985*



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# New communications new competencies

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- Physicians in a bind:
  - ◆ 700 million doctor visits / year
  - ◆ 50 - 80% concern problems the physician can't remedy



# Diabetic patients report their needs - work/life support

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- Peer support
- Record-keeping
- Continuous education and *reinforcement*
- Menu planning
- Monitoring of medical advances
- Education of family, co-workers, friends
- Juvenile diabetes: children's activities
- *Clinical advice and questions answered*



# Healthcare will be up-ended as new technologies:

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- unleash knowledge
- form communities
- influence behavior

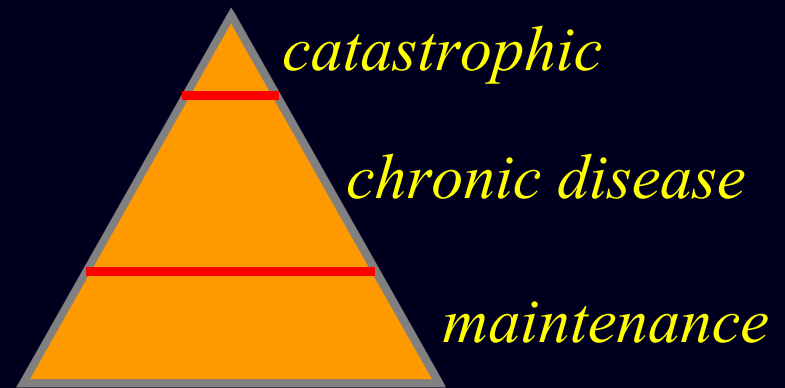


So...

## encourage disruptive technologies

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- cost-conscious demand
  - ◆ defined contribution
  - ◆ performance-based competition
  - ◆ *Paradigm Stall* conclusion and support
- individual co-design of benefits packages
  - ◆ re-structuring of insurance
  - ◆ consumer shared risk
- individual co-design of care itself



# *Why?* Because disruptive technologies empower consumers, and ...

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- consumers want it
- medical evidence supports it
- it's cheaper and easier
- it can even help address the digital divide - and the health care divide

