



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...

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

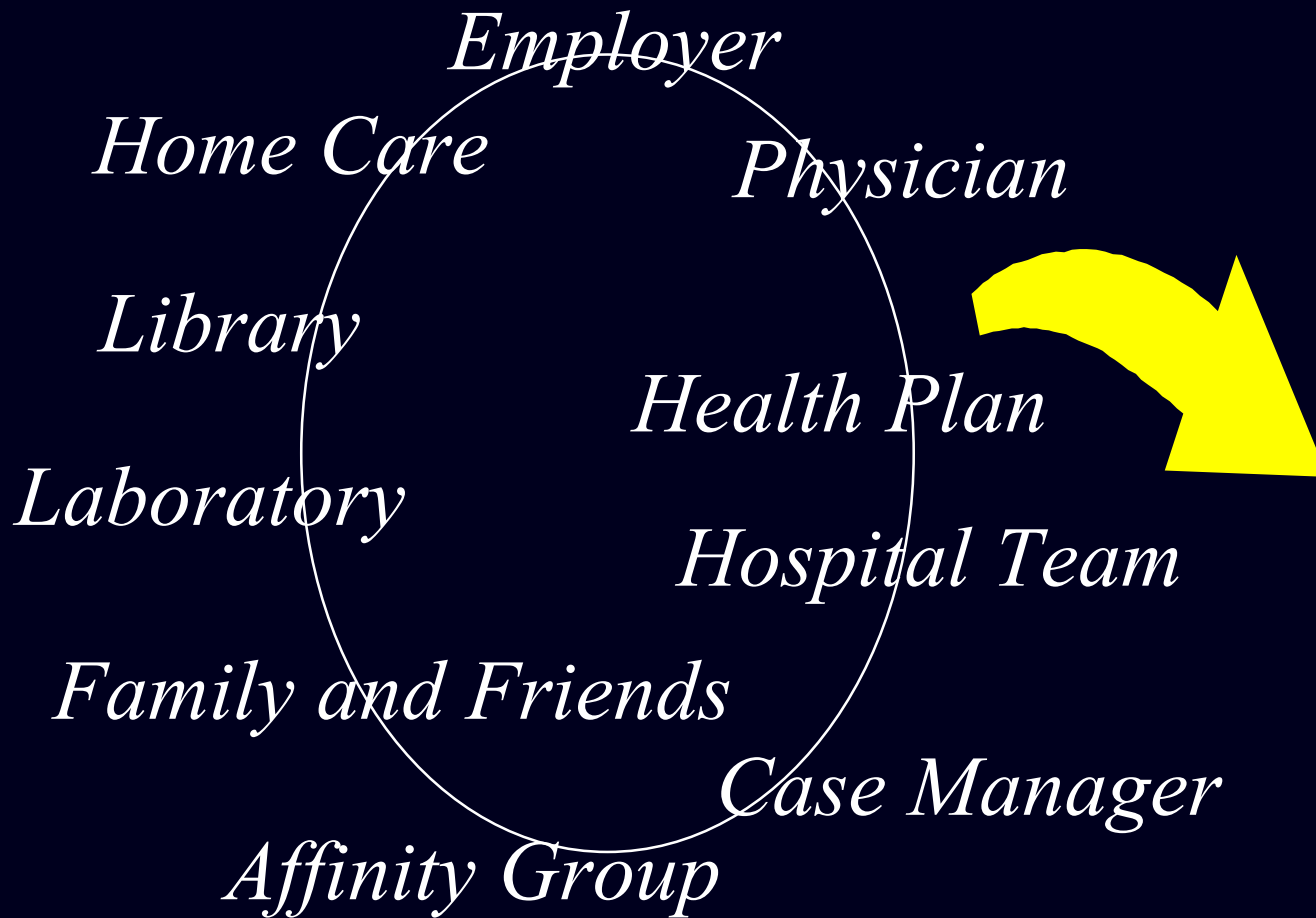
...all manage providers, not patients

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:

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 ?

- 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...”

- *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:

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

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



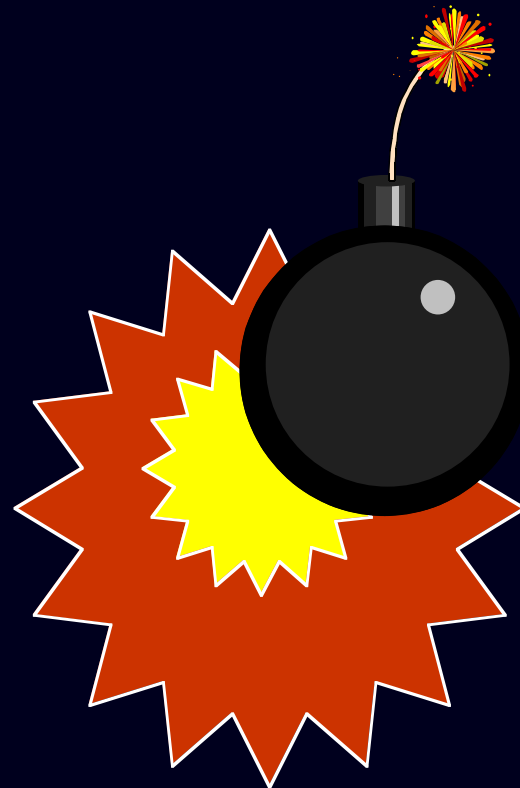
Diabetic patients report their needs - work/life support

- 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:

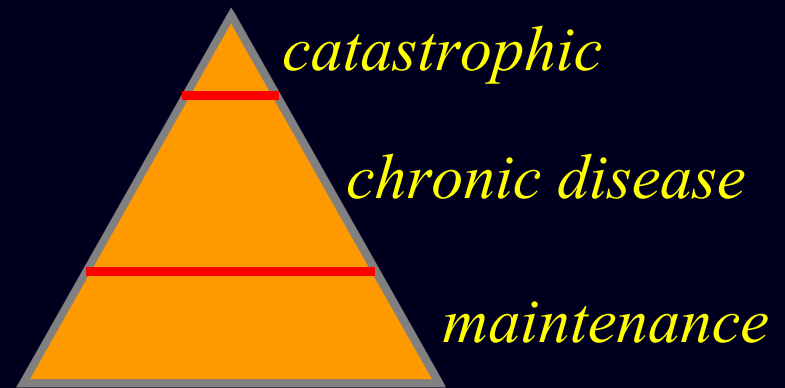
- unleash knowledge
- form communities
- influence behavior



So...

encourage disruptive technologies

- 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 ...

- 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

