

Digital Technologies to Boost Patient Compliance

<https://marketpublishers.com/r/D664E1B7E92EN.html>

Date: September 2010

Pages: 41

Price: US\$ 395.00 (Single User License)

ID: D664E1B7E92EN

Abstracts

Around the globe, technology and the digital age are changing the way we live, communicate and conduct business.

Nearly 70 percent of Americans play online computer and video games. Fewer and fewer young adults read hard copies of newspapers and magazines. And as health issues such as diabetes, asthma and depression grow in prevalence, digital technology is increasingly being used by—and for—patients to influence health outcomes.

Already, 33 percent of Americans use social media and online sites to research health issues. Some experts predict that up to 21 percent of medicine will be practised via the internet or smart phones. The result? Incredible potential to ensure patient compliance with drug therapies.

Already, the pharmaceutical industry is responding to the possibilities with a range of strategies. From video games that award points for complying with disease management programmes to phone apps that help track blood sugar levels, technology is increasingly being designed to increase adherence, support patient therapy and influence health decisions.

Yet while technology races ahead, the regulatory environment remains unknown, creating hesitancy and caution on the part of the industry so eager to take up the digital age challenge.

In *Digital Technologies to Boost Patient Compliance*, FirstWord examines the regulatory questions surrounding the industry's increasing use of apps, online monitoring, stand-alone devices and other technology to increase patient compliance. The 41-page dossier reports on a range of new technologies from smart phones and video games to smart pill packaging and social media. Timely, up-to-date and based on extensive

research and interviews with industry insiders, the report offers big pharma critical information and insights into why digital technology can work for patient compliance—and how to use it.

The report offers insights into:

Why patient compliance is so critical

How digital and communication technologies can be used to ensure adherence to treatment

Key features

Information on the latest uses of phone apps, smart pills and packaging, video games and social media

A phone app case study

Key charts and graphs outlining current usage of digital and information technology

Insights into how the industry is using technology, as well as their outcomes

From the experts

“Instead of the occasional 10 to 30 minutes that patients have with doctors today, mobile technology enables continuous communication whereby patients are sending emails and text messages to their doctor. The doctor is no longer a lone practitioner in his or her office but the conductor of a healthcare orchestra involving many other people in the process.” Peter Wagemann, vice-president of mHealth Initiative

“Patients monitoring their own health and being compliant to their treatments and recommended lifestyle choices is very relevant and could improve the efficiency of the whole healthcare system.”

Rob Halkes of Van Spaendonck Management Consultants

Contents

EXECUTIVE SUMMARY

PATIENTS GAINING POWER

COMPLIANCE

Effects of non-compliance

Reasons for non-compliance

How to tackle non-compliance

MOBILE TECHNOLOGY

Mobile technology for increasing compliance

Apps for compliance

Mobile phone apps from pharma

Case Study: Betaferon App

Regulatory challenges

GAMES FOR COMPLIANCE

Regulatory challenges

CASE STUDIES OF GAMES FOR INCREASING COMPLIANCE

SMART PILLS AND PACKAGING

SOCIAL MEDIA

Social media and compliance

Pharma and social media

Regulatory situation

CONCLUSION

APPENDIX

ACKNOWLEDGEMENTS

INDEX

I would like to order

Product name: Digital Technologies to Boost Patient Compliance

Product link: <https://marketpublishers.com/r/D664E1B7E92EN.html>

Price: US\$ 395.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D664E1B7E92EN.html>