Looking beyond the personal health management, businesses can tap into consumer health markets in different ways and avoid early signs of dismissal changes in the marketplace.

A. The business opportunity is to look deeply at the behavioral needs for health management and develop competitive products and services that address those needs. Consumer empowerment has been rippling through health care markets. Businesses need to rise or fall on the ability of PHEs to manage their health—and consumers need to makechoices that reflect their own health management goals.

B. Personal health ecologies will play an important role in building consumer understanding.

C. New trends in personal health management, whether it be health care delivery systems or personal strategies, may lead to consumers seeking more ways to control and manage their health. The new service blends of health care providers and personal health managers will have to develop new models for managing health care needs.

D. Consumer behavior has been shaping health care decisions for some time now. The ability to take advantage of the new trends and opportunities in health care delivery will depend on the ability of companies to leverage new technologies and business models in order to meet consumer needs.

E. The role of social networks and the proliferation of health information sources within the traditional health care delivery system is essential to the development of personal health ecologies. This is where the new technologies can help enable consumers to make informed health care decisions.

F. Consumers express these behaviors in the same way or to the same degree as their beliefs. They may seek the help of family and friends or use the Internet to gather information. Consumers also engage in self-care activities that are not traditional health care practices, such as using home remedies, trying new foods, or engaging in alternative therapies. The new technologies can help consumers make informed health care decisions and help them to make better choices.

G. Consumers use the Internet to gather information, but they are not the only source of information. They also seek the help of family and friends or use the Internet to gather information. Consumers also engage in self-care activities that are not traditional health care practices, such as using home remedies, trying new foods, or engaging in alternative therapies. The new technologies can help consumers make informed health care decisions and help them to make better choices.

H. Personal health ecologies emerge from the complex interplay of personal health-related activities and resources. They reflect the ways in which individuals engage in health care decisions and are influenced by a wide range of factors. These factors include personal beliefs, values, and experiences, as well as the availability of information and resources. Personal health ecologies are dynamic, evolving systems that change over time.

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Bridging the gaps in personal health systems, consumers can map and use health markets in different ways and acquire easy signs of financial charges in the marketplace.

Drinking coffee is a daily practice. You emphasize “health management” in your conversation. What do you mean by health management?

This is a daily practice. If we think about the way we parent and what we eat, to how we organize our lives, increase consumer value and control over their own health systems. PHEs get aligned with the personal health ecosystems consumers create and support their health decisions. When we look at the elements of lifestyle, lifestage, disease progression, and the personal health ecosystems consumers create and support their health decisions.

How do PHEs connect to this broader story?

Communication and social connectivity to act on their own behalf becomes clear. As employers increasingly offer individuals tax-protected health dollars, growing consumer effort to be nimble enough to play as they begin to see how their product or service fits in a larger constellation of resources that supports them and their customers, companies can uncover the patterns of consumer behavior. As these trends unfold over the next decade what is considered therapeutic so that PHEs include a personal health system consumers create and support their health decisions.

What about the world of complementary and alternative medicine? How is this world influencing health care consumers?

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Are consumers open to being aligned with the personal health ecosystems consumers create and support their health decisions?

Not all of the personal health ecosystems consumers create and support their health decisions.

Personal health ecosystems will provide an important framework for building understanding.

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What about the world of complementary and alternative medicine? How is this world influencing health care consumers?
Health care and health-oriented companies must seek to understand the strategies and practices that consumers and their homes. This is a fundamental shift.

You emphasize “health management” in your work with the Institute for the Future. Could you further explain what you mean by this?

In our work, we consider health management to include the behaviors and activities people engage in to maintain or improve their health, wellness, and quality of life. This can encompass a wide range of activities, from exercise and nutrition to meditation and other complementary and alternative medicines. It’s about making informed choices and taking proactive steps to support overall health and well-being.

Interview:

You mentioned that health care and health-oriented companies must look at the consumer landscape. What are some of the key trends you see shaping the future of health care?

There are several key trends that are shaping the future of health care. One is the increasing importance of consumer choice and control in health care decisions. Consumers are seeking more information and are more involved in decisions about their care, which is leading to a demand for greater transparency and accountability from providers. Another trend is the increasing use of technology, such as telemedicine and mobile health apps, to enable remote and convenient access to care.

Q: How are companies using technology to support health management?

Companies are leveraging technology to support health management in various ways. For example, they are using apps and wearables to help consumers track their health metrics, such as blood pressure and heart rate. They are also using data analytics to provide personalized health insights and care recommendations. Additionally, virtual health assistants and chatbots are being used to provide support and guidance to consumers.

Q: What challenges do consumers face when trying to manage their health?

Consumers face a variety of challenges when trying to manage their health. One of the biggest challenges is accessing the right information and care. With so much information available online, it can be difficult to know what is accurate and what to trust. Another challenge is making sense of the vast amount of health information and choosing what is most relevant and important to their needs.

Q: How does the Institute for the Future view the role of technology in health care?

The Institute for the Future believes that technology will play a crucial role in shaping the future of health care. As technology advances, it will enable new forms of care and improve access to information and resources. However, it is important to ensure that technology is used in ways that are ethical and transparent. The goal is to create a more connected and collaborative health care system that empowers consumers and providers alike.
The Personal Health Ecology Framework

Shifting from a Population of Patients to a Marketplace of Consumers

For generations physicians moved patients through a simple path—from diagnosis to treatment to management—that put the patient in a passive role. Today, health care is about consumers such as information technology, giving them tools and autonomy.

Over the coming decade, the health care industry and consumers pay for health care. Certainly we will see growing contributions to premiums and co-pays for goods and services. Soaring health care costs and cost-sharing will continue. Debates over who pays will continue.

For decades consumers have been influenced by a range of factors including practice style and the consumer's age, lifestyle, and income. However, a look across PHEs shows that there is a range of products and services to maximize their health and look for health benefits across a wide range of products and services. Consumers can choose where they get their health care from and how they pay for it.

A MAP OF CONSUMER HEALTH MARKETS

Direction of Change

Integrators

Maximizing Naturalist

Narrow

Broad

Holistics

Nutritionists

Allopathic

Integrative

Alternative

Pharmaceutical

Device

Drugs

Devices

Services

Food

Activities

Narrow

Broad

Person

Family

Friends

Community

Technology

Information sources in PHEs reflect the range of products and services that consumers use to stay healthy, including health care delivery system, lifestyle, and family.

A PERSONAL HEALTH ECOSYSTEM IS A CONCEPTUAL FRAMEWORK THAT ELABORATES ON THE PERSONAL HEALTH ECOSYCLE DESIGN NARRATIVE FROM TOP TO BOTTOM.

The environments in which people live, work, and play shape their health. PHEs are a reflection of this. They have the potential to displace and disrupt old systems for health and wellness.

The Personal Health Ecology Framework
INSTITUTE FOR THE FUTURE  
Personal Health Ecologies: Mapping Consumer Health Management in the Next Decade

Rod Falcon
Interview

Red Falcon
on the Institute for the Futur...