# NEWS

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NEW SURVEY REVEALS THAT ABOUT HALF OF U.S. EPATIENTS HAVE USED THE WEB TO "CAREHACK" (GET TREATMENT FASTER AND IMPROVE THEIR CARE)

New Book, "ePatient 2015," Outlines 14 Additional Surprising Trends Transforming Health Care and Features Original Research Suggesting That Digital Health Innovators Targeting Diverse Populations Could Win Big
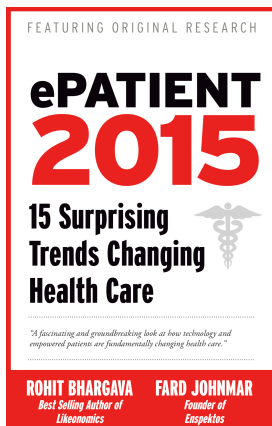
December 12, 2013 (New York, NY) – Nearly half of ePatients living in the United States say the Web has helped them get treatment faster, better communicate with their doctors, understand medications, or otherwise "CareHack" the health system over the past three years, according to new data published in **ePATIENT 2015: 15 Surprising Trends Changing Health Care (IdeaPress Publishing; HARDCOVER; December 2013; $36.95; 220 pp.; illustrated; ISBN 9781940858005)**. The book, co-written by bestselling author Rohit Bhargava (*Likeonomics + Personality Not Included*) and noted digital health futurist Fard Johnmar, also suggests innovators who focus on developing technologies and tools aligned with health consumers' culture, background, lifestyle, and budgetary needs will be well-positioned to succeed in tomorrow's digitally-driven global health industry. African American ePatients were twice as likely as Caucasians to say purchasing and accessing digital health tools that fit their background and culture is "very important" to them.

EPATIENT 2015's original research is combined with curated expert interviews to describe how technology, history, culture, and policymaking are combining to fundamentally alter how health and medical care is delivered, accessed, and communicated in the U.S. and globally. The book provides an engaging, clearly explained, and optimistically realistic roadmap for patients, caregivers, health

providers, innovators, and executives seeking to anticipate and understand health care's future.

"The future of health care is about more than who is paying for it," said Mr. Bhargava. "This book provides actionable intelligence that will help consumers achieve better health, and health organizations anticipate, understand, and navigate the profound changes to come."

"The book breaks new ground partly because it provides answers to questions consumers have never been asked before," added Mr. Johnmar. "Readers of the book will learn, for example, what ePatients think about health data privacy issues and why caregivers view the health Web as much more than an information source."

Featuring groundbreaking original survey data, and interviews with pioneers of the health technology movement, this book shares bold new insights and predictions about what we can expect the future of health care to look like in the near term. Examples of trends covered in the book include "The Over-Quantified Self," "CareHacking" and "MicroHealth Rewards." Each trend is outlined in detail, and accompanied by real examples of innovators already working on projects defined by the trend.

Rather than focusing on the current political debate about health payments and ideology, the book takes a rare optimistic view of how health care itself will change over the next two years and beyond

In **EPATIENT 2015**, readers will first learn about three broad themes that are powering the future of health care and which bring the 15 trends together:

THEME #1 - HEALTH HYPEREFFICIENCY
Innovations in computing technologies are helping to make health and medical care more efficient, safe, and effective for all patients.

THEME #2 – THE PERSONALIZED HEALTH MOVEMENT
A philosophical and operational shift that considers the unique genetics, behaviors, and medical histories of individuals instead of treating them based on inflexible or non-personalized guidelines and traditions.

THEME #3 - DIGITAL PEER-TO-PEER HEALTH CARE
A range of Web, social, and mobile tools are helping patients navigate the new health insurance landscape, select providers, assist in their own care, and provide emotional support.

View Larger Infographic At http://www.epatient2015.com

Moving on from the themes, the book outlines 15 trends that describe the future of health care, which are described below.

HEALTH HYPEREFFICIENCY
(How Technology and Computing Are Making Health Care More Efficient, Safe, and Effective)

Trend #1 – Empathetic Interfaces: Health technology moves beyond focusing on accuracy and functionality to incorporate more intuitive design and processes aimed at making digital tools more responsive to emotional needs, or more human-like.

Trend #2 – Unhealthy Surveillance: New surveillance technologies combine large amounts of digital, clinical, and behavioral data to track the health of individuals or groups, and also raise significant privacy and security concerns.

Trend #3 – Predictive Psychohistory: Big Data, in combination with powerful computers, are increasingly being used to make large and small-scale predictions about individual and population health.

THE PERSONALIZED HEALTH MOVEMENT
(How Technology is Helping Health Become More Individualized and Relevant to People's Needs)

Trend #4 – The Over-Quantified Self: As the volume of clinical and health information collected from wearable computers, passive sensors, and more increases, consumers will struggle to find true actionable value beyond "feel good stats" in this flood of data.

Trend #5 – Medical Genealogy: Genomics and advances in genealogy will combine to allow patients (and providers) to use ancestral history and genetics to predict the risk of disease, how they may respond to medications, and more. Over time, this valuable data may be passed on to future generations.

Trend #6 – Augmented Nutrition: A growing number of tools and technologies provide instant access to detailed nutritional information that helps consumers make healthier choices in real-time about what to buy in stores or eat in restaurants.

Trend #7 – Healthy Real Estate: Increasing awareness of the role communities play in health and well being will influence where people choose to rent or buy homes. Key considerations – especially for seniors – will include whether streets are walkable, the quality of nearby care and access to social or religious institutions.

Trend #8 – The Device Divide: An outgrowth of *the digital divide (disparities in access to digital technologies), financial considerations may prevent patients, providers, hospitals, and clinics from accessing the latest technological innovations in health.*

Trend #9 – Multicultural Misalignment: *Health technologies will be less effective if they are not optimized to account for differences in age, ethnicity, culture, and more. A range of organizations and businesses will work to provide unique and effective digital health tools to diverse populations.*

Trend #10 – Natural Medicine: *New science will continue to validate old beliefs about the value of spices, tonics, and herbs. This will result in more mainstream credibility for natural remedies that some dismissively call "alternative medicine," but now have a body of tangible results to prove their value once and for all.*

Trend #11 – MicroHealth Rewards: *Inspired by legislation and a deeper understanding of behavioral science, insurers, corporations, health providers, and others will apply game theory to encourage people to adopt and sustain healthy behaviors by offering them tangible rewards (or punishments) as incentives.*

Trend #12 – Neuro-Influence Mapping: *Advances in brain imaging technology offer new insights into patients' behavioral profiles to support the development of unique personalized treatment programs that factor in which method of influence (fear, authority, conforming, etc.) may be most likely to work. Marketers are also using brain mapping tools to shape health advertising.*

DIGITAL PEER-TO-PEER HEALTH CARE
(How Digital Tools Are Enabling Enhanced Collaboration and Peer Support)

Trend #13 – CareHacking: *Forced to increasingly take responsibility for their own care in a complex system, digitally savvy health consumers combine information from doctors, the Web, electronic medical records, and other sources to "hack" the health system to educate themselves, navigate loopholes and ultimately get better, lower cost, and faster care for themselves and those they love.*

Trend #14 – Accelerated Trial-Sourcing: *Patients with chronic diseases and other conditions use social tools to find one another, complete the usually costly and complex first stage of discovery for a clinical study and then recruit the right people to conduct the research.*

Trend #15 – Virtual Counseling: *Seeking emotional and logistical support, people forge one-to-one relationships online to offer assistance with navigating the new health insurance landscape, provide virtual moral support, "sponsor" one another, and share unique knowledge about conditions, ailments, and caregiving.*

In **EPATIENT 2015**, readers will learn from the success stories of leading, startups in the health care space, such as PatientsLikeMe, as well as up-and-coming, little-known innovators like NextIT. These stories are combined with the results of original research that sheds light on how digitally savvy ePatients view technology and think about key issues in the evolving health landscape.

So where will these trends lead us? The book offers a new vision of the future of health care that rises above current political ideologies and ultimately illustrates how technology, culture, and history will combine to radically transform how care is perceived and delivered in the near future.

ABOUT THE RESEARCH FEATURED IN EPATIENT 2015

EPATIENT 2015 features research conducted by the digital health innovation consultancy Enspektos, LLC with a statistically representative group of approximately 400 U.S. ePatients in 2012 and 2013. For research purposes, Enspektos used the definition of ePatients developed by the Pew Research Center: Internet users who have used the Web to search for health content for themselves or on behalf of someone else. Data regarding CareHacking and culturally appropriate digital health tools featured in this press release was collected in October 2013.

MEDIA RESOURCES

Book Website, Resources, and Infographic – http://www.epatient2015.com
Introduction Presentation [Slideshare] – http://bit.ly/epatient2015intro

ABOUT THE AUTHORS

Rohit Bhargava is the author of four best selling business books (including the global best seller *Likeonomics*) and founder of the Influential Marketing Group (IMG). Prior to starting IMG, he led digital healthcare strategy at Ogilvy, one of the largest communications agencies in the world, where he worked to develop communications strategy for global healthcare companies as well as public health programs for nonprofits and government. He is a two-time TEDx speaker, has testified on the future of healthcare communications in front of the FDA and frequently presents on future business trends and health communications at events across the world. His thinking has been featured in global media, including the *Wall Street Journal*, *Fast Company* and the *New York Times*. Rohit is an Adjunct Professor of Communications at Georgetown University in Washington DC and a Board member for the Center For Plain Language. For the past 8 years, he has authored the popular *Influential Marketing* blog, which has been read by more than 2 million professionals and was named a Top 25 Marketing Blog by *AdAge* magazine.

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Fard Johnmar is a digital health futurist and researcher focused on helping people around the world understand how to use health technologies to shape behavior and promote well being. He is Founder and President of Enspektos, LLC, a globally respected digital health innovation consultancy. He is also a Fellow at the prestigious Society for New Communications Research.   He holds a Master's degree from the well-regarded Gallatin School of Individualized Study at New York University in health communications, policy, and economics. For nearly a decade, he has led the development of widely cited research focusing on how consumers perceive and use health technologies as well as the link between Web/social media content consumption and health behavior change. His work has been featured in numerous publications and media, including *USA Today*, National Public Radio, *the Los Angeles Times*, *MobiHealthNews,* and *iHealthBeat*.

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ABOUT THE BOOK

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