

Managing Your Health - US - January 2015

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“With constant innovations in the healthcare market, consumer health management continues to evolve. Americans continuously look for ways to save money and keep themselves and their families healthy, providing a plethora of ways for companies and brands to interact with consumers.”

– Emily Krol, Health and Wellness Analyst

This report looks at the following areas:

- Retail health clinics are changing the healthcare landscape
- Innovations in technology impact how people manage their health
- Consumers are more proactive about their personal health

Personal health management is taking on a new role. Several factors are impacting healthcare, resulting in an increased focus on consumers being proactive about their own health. The ACA (Affordable Care Act) has changed nearly every aspect of healthcare. Meanwhile, diseases such as diabetes and obesity have become more prevalent in recent years. This comes at a time when the US population is experiencing significant growth among the older population, resulting in an increased demand for healthcare. Furthermore, innovations in technology have made it easier for people to keep track of and manage their own health, as well as interact with a professional.

This report will explore consumer attitudes and behaviors toward managing personal health as well as usage of professional healthcare services.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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American Pharmacists Association (APhA)

American Society of Consultant Pharmacists (ASCP)

Consumer Healthcare Products Association (CHPA)

The Kaiser Family Foundation

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