

Chronic Health Consumer: Incl Impact of COVID-19 - US - October 2020

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- The impact of COVID-19 on chronic health managers, professional healthcare services and personal health management
- Chronic health managers support healthcare spending during economic downturn
- COVID-19 labels chronic health managers as “at-risk” population
- Acceptance of telehealth opens the door for digital therapeutics

Beyond initial attempts to limit COVID-19 case counts, new expectations of social distancing, using telehealth and protecting vulnerable populations will greatly impact how adults with chronic health conditions manage and perceive their health. Going from feeling in good health to being labeled “at risk” pushes chronic health managers to re-evaluate their current health status and focus on preventive disease management efforts. Chronic health consumers rely on prescription medication and OTC solutions to manage treatment needs, meaning they are still consuming healthcare products and services during economic uncertainty. The trust of a dedicated care team is essential for chronic health consumers and may be amplified by COVID-19. Navigating new restrictions and healthcare services through financial and health insecurity calls for unwavering support.



“Chronic disease is prevalent in America and impacts more than half of US adults. As COVID-19 persists, chronic health consumers are challenged to accept living as an at-risk population, adjusting to new healthcare services and guidelines and managing costly treatment through economic uncertainty.”

- **Andrea Wroble, Senior Research Analyst, Health and Wellness**

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