

Medical Home NEWS

Thought Leader's Corner

Each month, *Medical Home News* asks a panel of industry experts to discuss a topic of interest to the medical home community. To suggest a topic, send it to us at info@medicalhomenews.com.

Q: "What are the opportunities for mid level clinicians and consumers to use new diagnosis and monitoring technologies to expand access, improve quality, and reduce costs in health care? What are the safety, effectiveness, and appropriateness issues in this debate?"

"In the early days of the disease management industry we recognized that the behavioral impediments to adherence were far greater than what you could achieve by just reminding people to do things with "smart" technology.

The same is true today as we now have such sophisticated devices as implanted cardiac defibrillators and insulin pumps. We really need to help people understand why it was important to take their drugs and follow their physician's treatment plan. Once they understand that, then reminding becomes an important aspect of the program for those who need it.

Because we have made so much progress in terms of behavior modification, these tools become much more relevant. They fit into an existing framework in which they can be used in a targeted way for those people who need to have reminders and who need to be alerted after they've become activated. The technology and the support go hand in hand in achieving safety and effectiveness."



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