Digital technologies can improve engagement, enable convenience-driven access to care, and nurture a two-way relationship for the long term.

Patient engagement strategies—digital health, telehealth, wearable monitoring and fitness devices, online resources, social media.

New players in this area—consumer, retail, and technology sectors.

There is emerging support for moving away from a reactive approach to chronic care management, in which coordination between stakeholders, therapy, and care is limited or ad hoc, to a proactive model in which engagement tools and support bolster both patients and health care providers.

“Nudging”—a change in the way choices are presented or information is framed that alters people’s behavior in a predictable way without restricting choices—in increasingly seen as an option to help with patient adherence.