

Challenge 7: Personalising Chronic Disease Management

Klaus Müller - Mass Personalised Care



Demographics

Age: 70

Gender: Male

Ethnicity: German

Location: Munich, Germany

Occupation: Retired Banker

Family Status: Widower, has two adult children living in other cities

Technical Skills and access

| | Skill Level (0-10) | Access (0-10) |
|---------------------------------|--------------------|---------------|
| Preference for Digital Services | 7 | 9 |
| Health Apps | 8 | 8 |
| Health Portal (Web) | 6 | 7 |
| Telehealth & Video Consultation | 7 | 8 |
| Wearable & IoT Devices | 5 | 6 |

Biography

Klaus is a 70-year-old retired banker living in Munich. He has been managing type 2 diabetes and arthritis, conditions that require careful attention to medication, diet, and exercise. Despite his age, Klaus is tech-savvy and frequently uses apps to monitor his health metrics, although he sometimes feels overwhelmed by the vast amount of information available.

Medical Conditions

- Type 2 Diabetes
- Arthritis
- Possible comorbidities: Hypertension, High Cholesterol

Behaviours when interacting with services

- Actively monitors health metrics using apps
- Regularly attends medical appointments
- Follows prescribed medication and dietary plans
- Seeks reliable health information online
- Engages in physical activity suitable for his conditions

Goals

- Simplify the management of his chronic conditions
- Ensure his care plan is personalised and effective
- Maintain independence as long as possible
- Avoid complications associated with diabetes and arthritis

Pain Points

- Feeling overwhelmed by managing multiple health apps and information
- Difficulty coordinating care among multiple healthcare providers
- Concern about the effectiveness of his current care plan

Key Challenges

- Klaus needs a solution that integrates his medical history, current medications, and personal preferences into a cohesive care plan, making it easier for him to manage his health.
- Information Overload: He requires support in filtering and prioritising health information, ensuring that he receives relevant updates without feeling overwhelmed by the volume of data.
- Klaus seeks a more streamlined approach to coordinating care among his various healthcare providers, enabling seamless communication and collaboration to avoid fragmented care.
- He needs intuitive health management tools that simplify tracking his conditions and medications without adding complexity, allowing him to maintain his independence and manage his health effectively.
- Klaus requires resources and support to address the emotional aspects of living with chronic conditions, helping him to cope with feelings of isolation or anxiety related to his health.

Empathy Map

Says:

- "I want to stay independent for as long as possible."
- "It's hard to keep track of all my medications and appointments."
- "I'm not sure if all these apps are actually helping or just making things more complicated."
- "I wish my doctors talked to each other more."
- "I don't want to be a burden on my children."

Thinks:

- "Am I managing my diabetes and arthritis the right way, or am I missing something important?"
- "Will I be able to continue living independently as I get older?"
- "Why is it so difficult to get all of my health information in one place?"
- "How can I simplify all these health apps and tools without losing important information?"
- "I hope I'm not making things harder for my doctors by seeing different specialists."

Does:

- Regularly checks his health apps to monitor his blood sugar and activity levels.
- Attends multiple specialist appointments but struggles to coordinate care between them.
- Actively researches new health technologies and treatments online.
- Follows his prescribed diet and exercise regimen but feels unsure about its effectiveness.
- Reaches out to his pharmacist for medication advice when unsure about interactions.

Feels:

- Overwhelmed by managing multiple chronic conditions and the amount of health information he has to process.
- Anxious about maintaining his independence as he ages and how his health might decline.
- Frustrated by the lack of communication between his healthcare providers and the fragmented nature of his care.
- Concerned about the potential burden he could place on his children if his health deteriorates.
- Conflicted between wanting to embrace health technology and feeling overwhelmed by its complexity.