Week 6: Literature Review

Nate Bachmeier

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Northcentral University

# Literature Review

A demographic timebomb will create significant pressure on the global health care system because people live longer, have fewer children, and medical costs continue to increase (Piggott, 2016; Stone, 2017). When patients cannot afford the required care, either the quality decreases or social programs must fund the difference. Demographic specialists predict that by 2050 nearly “80% of the global elderly population will be from low- to middle-income countries (Muhsin, Munyogwa, Kibusi, & Seif, 2020, p. 1).” Economic constraints within those countries will limit the effectiveness of their welfare programs and adequate services availability. Medical facilities need mechanisms to defuse the situation by reducing costs and deferring the transition to an assisted living home.

Additionally, addressing special needs represents a broad market segment within the health care and well-being domain. Globally, over one billion people have a disability limiting one or more senses (Morris, 2008). Both academia and commercial vendors are only scratching the surface through products and services. Those offerings primarily focus on measuring simple body metrics (Koreshoff, Robertson, & Leong, 2013). Creating value through body metrics such as calories burned, steps taken, and blood sugar levels are simple challenges that are marketable to a broad audience. Though, due to the collection and reporting being a solved problem, there is significant competition among commoditized solution providers.

## Who is the customer

There is a demographic timebomb that is waiting to explode. Since the

## What is the customer problem

## What is most the critical customer benefit

## How do we know its important

* Poor level of knowledge

## What does the customer experience look like