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Care Continuum Alliance White Paper Profiles Key Industry Opportunities in 2012

WASHINGTON, D.C. - Providers of wellness programs, chronic condition support, prevention and related services say 2012 offers significant opportunities in collaborative care, mobile and eHealth, federal programs and other markets, a new Care Continuum Alliance survey shows.

The Care Continuum Alliance, a trade association representing population health management stakeholders, surveyed industry leaders inside and outside its membership to develop the white paper it releases today, "[Key Issues in Population Health Management - Industry Outlook for 2012.](http://www.carecontinuum.org/white_paper_download.asp)" (http://www.carecontinuum.org/white_paper_download.asp)

The survey found strong optimism among industry executives, buoyed by the prospects to support new delivery models, such as accountable care; growing government and societal recognition of the value of wellness and prevention; and increasing consumer acceptance of mobile health and other technology-enabled care.

"Population health management offers essential expertise and a rich set of strategies and tools that can help physicians, hospitals and other providers achieve care quality and savings targets," Care Continuum Alliance President and CEO Tracey Moorhead said. "With the emphasis on accountability and value-based purchasing next year, population health is primed to make major contributions to the care delivery system."

The white paper released today provides summaries of and industry leaders' comments on eight key issues for population health management in the New Year, with insights extracted from survey responses:

- * Accountable Care and the Medicare Shared Savings Program
- * Consumer Use of Mobile and eHealth Technologies
- * Reducing Avoidable Hospital Readmissions in Medicare
- * Quality Improvement in Medicare Advantage
- * Opportunities to Support Insourced Programs
- * Improving Care Coordination for Dual Eligibles
- * Federal Support for Prevention and Wellness
- * Development of ACA Health Insurance Exchanges

Survey respondents included senior executives among the Care Continuum Alliance's more than 200 corporate and individual members, including many who sit on its Board of Directors and governance committees. Survey responses also came from non-member thought leaders inside and outside population health management.

The white paper is available for download at no cost on the Care Continuum Alliance website, at http://www.carecontinuum.org/white_paper_download.asp

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About the Care Continuum Alliance

The Care Continuum Alliance represents more than 200 organizations and individuals and aligns all stakeholders along the continuum of care toward improving the health of populations. Through advocacy, research and education, The Care Continuum Alliance advances population-based strategies to improve care quality and value and to reduce preventable costs and improve quality of life for individuals with and at risk of chronic conditions. Learn more at <http://www.carecontinuum.org>.

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