



Fitness  
Trainer



Health & Social  
Care Providers



Family &  
Friends



Connecting technology and people for healthier living



Pharmacist



**Continua**  
HEALTH ALLIANCE

## How can we be ready for the future?



**60%-85% of the world's population does not get enough physical activity.**

As a result, they are prone to weight gain and the diseases and disabilities that accompany it. The tools to help people reach and maintain optimal fitness are available. The question is, how can we help them use these tools more efficiently in order to get better results?



**860 million people live with at least one chronic disease.**

And that number is growing at an alarming rate. In fact, it has been projected that by 2020, chronic disease will account for almost three quarters of all deaths worldwide. How can we help patients, their families and their care teams better manage chronic conditions and ease the burden on our healthcare systems?



**By 2025, it is estimated that 1 billion people will be over 60 years of age.**

By 2050, this figure is expected to have doubled. How can we help this growing population realize the dream of aging safely and securely in the comfort of their own homes?



**The number of qualified healthcare professionals is decreasing.**

According to the 2006 World Health Report, there is a shortage of 4.3 million doctors, midwives, nurses and support workers — a situation which will only worsen in coming years. How can we continue to provide crucial health and social services when resources are already stretched so thin?

Keeping fit to stay healthy

Meeting the challenge of chronic disease management

Choice and independence for our aging population

## To prepare for the future, we must work together to create a community of care

One way to build a community of care is to improve health and fitness information sharing. Improved information sharing will empower people to play a greater role in managing their own wellbeing. It will help physicians make better-informed decisions, enable individuals to age at home independently and with dignity, and alleviate some of the burden on healthcare systems.

Advanced information technology is already available. We just need to create compatible systems that will allow us to share crucial information more efficiently. Recognizing this need, many of the world's leading technology companies and device manufacturers have come together to form the Continua Health Alliance.

Committed to improving quality of life and ensuring a healthier future, the Continua Health Alliance is working to facilitate an ecosystem of connected technologies, devices and services that will enable a more efficient exchange of fitness, health, and wellness information. This ecosystem will be made possible by the creation and implementation of interoperability guidelines specifying how systems and devices made by different companies can be designed to work together to provide better information access.

In order to build trust and confidence among customers, Continua will also create a product certification program with a recognizable logo signifying interoperability with other certified products.

By connecting people with their trainers, care teams, and family members through integrated information technology, Continua will help them meet their fitness goals, better manage their chronic diseases, and live independently as they age.



People are at the center of everything we do

## Connecting people and technology will make a meaningful difference

### **Fitness goals will be more easily attainable**

Thanks to compatible devices and information systems, individuals will be able to maximize the effectiveness of their fitness programs. They will be able to track their progress and share workout results with a trainer, who can provide feedback, or friend who can help them stay motivated. Trainers and gyms will be able to build customer loyalty by offering products with the Continua seal that can help clients reach their goals.

### **Chronic diseases will be better managed**

Providing chronic disease patients with interoperable, unobtrusive devices that can be used at home, at work, or on the move will allow them to regularly track and share their health status. Improved information systems will also enable care teams to make necessary interventions and family members to play a greater role in their loved one's care - including the parents of children with chronic diseases. With these tools, it will be possible to manage chronic diseases more efficiently and cut down on physician office visits and hospital stays.

### **Individuals will be able to live at home safely and securely**

There is comfort and dignity in being able to grow old in familiar surroundings. Thanks to devices like in-home sensors that can keep an eye on daily activities and alert loved ones and care teams in case of an emergency, individuals will be able to continue to live independently. By offering a viable alternative to institutional living, we can help alleviate some of the burden on social and healthcare systems and improve quality of life for our aging population.

Help facilitate the health and wellness information exchange.

To learn more about the Continua Health Alliance,  
visit [www.continuaalliance.org](http://www.continuaalliance.org)



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