Departmental Research Seminar

An Empirical Investigation of Tradeoffs Between Medical Adherence and Healthful Self-management

By

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Date: 25 May 2017 (THU)
Time: 2:30 pm - 4:00 pm
Venue: M802

Abstract

Patients suffering from chronic conditions are assigned a medical plan and advised to self-manage their diet and fitness. Yet a large-scale study found nearly two-thirds of high cholesterol patients ignored medical advice that could ameliorate their condition. The medical literature has used Residential location, Economic characteristics, and Demographic traits (RED variables) to identify patients who are less apt to adhere to medical recommendations; that is, patients who may need detailed guidance. To assess compliance with medical, as well as dietary and fitness advice, we employ key RED variables from the medical literature to assess tradeoffs that patients may make between medical adherence and their healthful self-management (HSM) of diet and fitness. Using a sample of nearly 4,000 respondents, we find RED variables are equally effective for determining medical compliance and HSM. However, several determinants of medical adherence poorly predict HSM; indeed, they have an inverse impact. Because noncompliance with HSM undermines benefits from medical adherence, our findings have important implications for medical and marketing researchers, healthcare practitioners, as well as patients.

Prof. Charles Ingene was previously a chaired professor at University of Washington, Chinese University of Hong Kong, Hong Kong Polytechnic University, University of Mississippi; and on sabbaticals at Syracuse University and University of Virginia. He founded the Center for Retail, Transportation and Distribution Management at University of Washington and was the former Director of the Asian Centre for Brand Management at Hong Kong Polytechnic University. His area of expertise includes Distribution Channels, Supply Chain Management, Franchising, Pricing, Retailing, Competition, Economics of Externalities and Economics of Migration.

All interested are welcome.