



Alpha Daughters I

Alpha Moms Become Alpha Daughters

Alpha Moms Become Alpha Daughters

1 Introduction

2 The Alpha Mom as a Healthcare Provider

- 2.1 What is an Alpha Mom?
- 2.2 Alpha Moms and Healthcare
- 2.3 Alpha Moms Become Alpha Daughters

3 Alpha Daughters

- 3.1 Extending the Role of the Alpha Mom
- 3.2 Demographic Trends and the Alpha Daughter
- 3.3 The Front of the Wave
- 3.4 Next Generation Alpha Daughters

4 Circles of Care

- 4.1 The Project
- 4.2 Aims of Project Participants
- 4.2 Project Outcomes

5 Alpha Daughters and Healthcare Reform

- 5.1 Resistance to Change
- 5.2 An Alternative to Confrontation
- 5.3 The Alpha Daughter as a Willing Partner
- 5.4 Demographics and Macroeconomics

6 mHealth for Alpha Moms and Daughters

- 6.1 For the Alpha Mom
- 6.2 For the Alpha Daughter
- 6.3 What Alpha Moms and Alpha Daughters Do
- 6.4 Case Study – The Alpha Daughter and COPD
 - 6.4.1 Healthcare Related Activities
 - 6.4.2 Social Care Related Activities
 - 6.4.3 Areas Where Technology Will Help Alpha Daughters
 - 6.4.3 COPD and Demographics

7 Health 2.0 and Alpha Daughters

8 The Market

- 8.1 Market Drivers
 - 8.2 Market Inhibitors
-

9 Market Predictions

10 Marketing Strategies

11 Existing and Potential Services

- 11.1 AlphaMom
- 11.3 Epocrates
- 11.2 Sixuntilme
- 11.3 WebMD
- 11.4 ParentCare
- 11.6 Online Services for Alpha Daughters

12 Conclusions

Appendix A— Resources

Appendix B— About the Author
