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Better Health, Mobile Health: iMedicine and Mobile Life Sciences World Summit

I recently attended the iMedicine and Mobile Life Sciences World Summit in Waltham, Massachusetts. There were a range of speakers and panels – from start-ups to hospitals to agencies, from entrepreneurs to physicians to lawyers. Here are some of the takeaways worth considering in the light of the future trajectory of mobile health adoption and future healthcare impact.

In one session Jeff Asada from Viscera noted the steep adoption of iPads by physicians. Based on research from Manhattan Research, Tablet adoption has almost doubled since 2011, reaching 62% in 2012, with the iPad the dominant platform. 45% of physicians own an iPad, and an additional 29% are planning to purchase one this year. Health tablets are changing the workflow of care providers, serving a real need for untethered access to drug reference, clinical medial reference, medical news, treatment guidelines and dose calculators. One of the other speakers noted that physicians use their smart devices for work activity 5 times a day.

Beating the Waiting Room Blues

“ It’s a SNAP

Mobile devices are also improving the communications between doctor and patient –starting with those paper information forms that stand between you and seeing the doctor. You are handed a clippad with an endless list of diseases and problems that you don’t have and you spend time checking the same boxes that you can remember checking or not checking on countless previous visits. You hand over the forms and somewhere behind the scenes, your checks are filed away or maybe reentered into a medical record system. Annoying and more than a bit inefficient. But better than reading the waiting room magazines – from last spring, from last summer. There might be a flyer on some disease but that’s not something you want to be seen picking up in front of everyone else.



David Perez, an entrepreneur and Founder and CEO of Seamless Medical Systems, is out to change that. He wants to improve the waiting room experience. His team has created SNAP, an iPad based platform for patient registration and health education. You walk into the office and you are given an iPad – with simple, easy to navigate and click forms that replace all paper forms – and are automatically uploaded and archived. It saves time, reduces costs and re-entry errors (particularly if the re-enterer sees my handwriting). Then – there is health education with robust content from the Mayo Clinic. Timely information when you are at the point of care. As the screen shot graphic shows, all this info and efficiency is presented to the patient in an attractive UI, one that is pleasing to work with. SNAP is being launched this August.

Better patient experiences, more access to health care education, and more efficient use of physician time with mobile access to tools for decision making. All important benefits of iPad and smart phone adoption that are happening today and that speakers at the iMedicine Summit predicted will cumulate to make a substantive improvement in healthcare. But what about more transformational changes in medical outcomes? In my next post, I will discuss the impacts of mobile on medical research and hospital system integration presented at the iMedicine Summit.

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