

MOBILE HEALTH EXPO New York City Javits Center June 21-23, 2011

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This year's Expo was particularly exciting with the announcement of the formation of a mHealth professional association. mHealth is not simply a subset of eHealth technologies for healthcare providers and payers, but is enabling set of technologies that will facilitate significant healthcare outreach to patients particularly through the leverage of smart-phone devices. This was echoed at a variety of levels in the various keynote presentations that were held over the 3-day conference by

Joseph Kim, MD, MPH, Vice President Medical Affairs and Technology at Medical Communications Media on "Technology and the Physician";

Artem Petakov, Co-Founder and CTO at WorkSmart Labs, Inc. on "Mobile Wellness – Moving Big Mike",

Benjamin E. Sasse, Former US Assistant Secretary of Health and Human Services on "US Health Reform: Versions 2010, 2012, 2014 and Forever";

Bill Jones, Former General Counsel to the Governor of the State of Texas (Rick Perry), Frederick D. McClure, Managing Partner, SNR Denton and Beto Cardenas, General Counsel to US Senator Kay Bailey Hutchinson (Texas) on "The Public Policy of Mobile Health: What You Don't Know Can Hurt You";

Shannon Pruitt, Advocate for Parents, Patients and People on "A view From the Consumer: Progressing Through the Current System. Can We Use Technology to Improve the Consumer's Experience?" and

Scott Ellis, Business Development Manager, Telemedicine at T-Mobile, John Maschenic, Director Enterprise Solutions for Healthcare at Verizon Wireless, "An Update From the Operator".

Some of the note worthy highlights of the various presentations from numerous presenters included;

mHealth as the convergence of social media (SM) and Healthcare (HC) or Wellness care (WC)

\$40B market estimated by PriceWaterhouseCoopers

81% MDs using mobile devices or smartphone technology

mHealth of Apple Apps, 2% or 7,000 are medically (clinically) related, such as drug and clinical references, articles/abstracts, calculators

Top Apps include DynaMed, VisualDx, Unbound Medicine's uCentral, Epocrates Essential, iRadiology 85,569 developers, average price is \$3.64/App; 37% are FOC (free of charge)

No specific regulations YET for mHealth with respect to the FDA (but being debated) [Ed. Donna—see MDDS regulations]

Need safeguards for such mHealth Apps as diabetic insulin dose calculators. Docs very wary due to risk and liability, not to mention significant implications for HIPAA Privacy & Security

Social Support id a very strong motivator in people

Can facilitate an independent lifestyle for the senior population.