

### MOBILITY AND TELEMEDICINE ARE RAPIDLY TRANSFORMING THE FACE AND CONTEXT OF HEALTH CARE DELIVERY

As of 2011, there were more mobile devices in the United States than people. This number is expected to continue to increase as well as device sophistication and the breath of software available to consumers and health care professionals. As a result, the Health Care industry is rapidly moving away from traditional platforms for health care applications and instead is embracing all types of mobile devices, including smartphones, tablets, minis, and readers. These technologies and wireless providing the fabric that connects it all together are the cornerstones powering the field of mHealth and Telemedicine.

### SHORT LIFECYCLE OF MOBILE DEVICES

One of the key drivers contributing to the rapid adoption of mobility is the short lifecycle of devices. With carriers offering contracts of two years or less, it allows customers to trade up to the latest technology. Even in the recent difficult economic times, the race has intensified partly because consumer's appetite for new electronics and shows no signs of waning anytime soon. It is not just smartphones that are becoming more popular, companies are also turning out products such as watches, necklaces, bracelets, and health monitoring stations. Some of these devices are monitoring the patient and alerting whenever the data falls out of the established parameters.

### RISE OF TELEMEDICINE

In the past, patients have too often been limited in their ability to reach their health care professionals due to illness or transportation or mobility issues. Enter the world of telemedicine where clinical care, consultation and education are delivered via communication technology and networks. 2013 has been a record year for proposed bills related to telemedicine with more than 30 bills on the docket. Today, communities all over the U.S. are struggling to care for an increasing number of underserved, aging, disadvantaged, and at-risk populations. Every state is a little different in licensing, standard of care, and scope of practice. There is a lot of variation and as the manpower shortages continue this will cause dramatic changes.

Telemedicine is helping health care workers meet these challenges by arming them with laptops, Skype accounts and wireless Internet connections. Using such tools, they are able to consult a cardiologist when a patient is suffering from chest pains, physical therapist regarding an injury, or neurologists with expertise in stroke care all from the convenience of their living room or automobile.

The advances in telemedicine allows the medical field to fully harness the promise of new and innovative technology no matter where the patient or their doctor is located.

### MOBILE DEVICES ACROSS THE HEALTH CARE SPECTRUM

When utilized for patient care, mobile devices can be very helpful across the healthcare spectrum, transmitting vital information quickly amongst the healthcare team. The result is better patient care coordination and real-time access to information enhancing the continuity of care.

In addition to improved patient outcomes, mobile devices can reduce costs and improve operational efficiencies through automation of workflow and administrative tasks.

#### Mobile Apps

The rise of the mobile app. Mobile apps are allowing consumers to take charge of their own treatment and prevention are rapidly changing the industry and taking health care out of hospitals and doctor's offices, and putting it in the hands of the consumer. The consumer's ability to connect with healthcare workers at any moment can be a tremendous help in monitoring and treating a patient's condition. Remote monitoring means physicians can be assured that patients who are in their offices or hospital waiting rooms need to be there, and can avoid having to spend half of their day attending false alarms.

#### Sometimes medical care cannot wait for a patient to come to a facility

When you need to assess a patient remotely, digital medical devices can help gather vitals, monitor progress, view ultrasounds, hear heart and lung sounds and capture images of skin, ears, eyes and other areas. Digital devices such as these take telemedicine a step further in that they easily enable more patient details to be saved in EMRs. Capturing high-quality live video and still imagery are essential components to effective telemedicine

#### Extending Care Anytime, Anywhere, Remotely

Breaking down barriers of time and distance with solutions that are able to extend the physician's reach and allow them to manage patient care virtually. By making a growing number of acute care services available at a moment's notice, these solutions are creating new healthcare delivery models across multiple specialties that can improve care, enhance hospital revenues and increase patient safety and satisfaction.

### mHealth and Telemedicine Challenges

- Medicare currently doesn't reimburse for care provided in the home via Telemedicine.
- Currently state licensing laws, which are one barrier to broader adoption of Telemedicine, require you to be licensed in the state where the patient is physically located at the time services are provided.
- There are certain things you can't replicate using mTechnology, the human touch is still a very important part in the delivery of care.

### THE CHANGE IN HEALTHCARE DELIVERY

One of the biggest challenges in the delivery of healthcare is how do we achieve higher quality for everyone, not just for certain subsections of the population and how do we do it at a lower cost?

Technology advancements have led to mHealth and Telemedicine becoming more mainstream and providing the healthcare bridge particularly in serving rural areas. Patients and clinicians are increasingly showing interest in the potential of mobile and telemedicine technology as key component in the delivery of healthcare.

Unfortunately, legal and reimbursement challenges still exist for delivering care across state boundaries. State licensing laws, which are one barrier to broader adoption of Telemedicine, require the physician to be licensed in the state where the patient is physically located at the time services are provided.

The other challenge is reimbursement, Medicare currently doesn't reimburse for care provided in the home via Telemedicine. As a result, adoption has been limited in the United States, predominately because of licensure and reimbursement issues. In contrast, Canada, where there aren't these restrictions, Telemedicine is widely used.

Lawmakers in Florida are considering requiring private health insurers to cover Telemedicine services. State Senator Arthenia Joyner, a Democrat from greater Tampa, is sponsoring a bill that would make Florida the 20th state to require private insurers to cover Telemedicine services, starting in 2015. As technology evolves ahead of laws, Joyner's bill shows how lawmakers and stakeholders like the Florida Medical Association have to craft what is basically health reimbursement policy