



The Institute for Policy Innovation

Mobile Health: Innovations in Care and the Spectrum Challenge

Event Recap

On July 26, over 70 industry experts, policy analysts, Hill staff and media joined IPI on Capitol Hill to examine how wireless connectivity is changing health care and the spectrum challenges that could kill it in its tracks.

To watch the video of each speaker click on the hot spot.



◀ In his keynote remarks, Rep. Michael Burgess, MD, noted both the rapid growth of the mobile health sector and the challenge in allowing innovators to progress without regulatory hindrance from government agencies.

“It’s impossible for us today to envision what’s coming,” said Congressman Burgess, founder and chairman of the Congressional Health Care Caucus. “The golden age of medicine is just right around the corner.”



◀ Panelist Dr. Anand Iyer, President and COO of WellDoc, Inc., discussed mHealth’s ability to bring a sustained long-term benefit for the 70 percent of Americans who suffer from at least one chronic condition through chronic disease management messaging.

Iyer identified several questions mHealth innovators should ask as they develop new technologies, i.e, is there demonstrable evidence proven by results and is it accessible to various socioeconomic demographics and through multiple devices, etc.?

Iyer also commended the FDA’s new draft guidelines for mHealth technologies, calling them “quite clear” regarding standards for protocols and quality systems.



◀ Dr. Richard Katz, Director of Cardiology at the George Washington University School of Medicine, said health care providers need patients more engaged in self-management. MHealth applications are helping patients to better manage chronic illnesses such as diabetes and kidney disease.

Katz said mHealth technologies help physicians deliver better patient care in the office and move information more quickly.

For example, physicians are able to use electronic medical records through smart phones as well as verify prescriptions and

dosages used by patients. Also, patients have the ability to take and send photos of wounds to emergency room health care providers.

Katz also advocated nationwide solutions to overcome security issues in mHealth technologies.



▶ Panelist Eleanor Chye, Executive Director of AT&T's Mobility Product, mHealth and Pharma, discussed AT&T's efforts to develop wireless, networked, cloud-based and telehealth solutions in health care.

Chye noted her company's personal interest in health care, covering 1.2 million employees, and said AT&T focuses on developing cross-carrier mHealth solutions that are accessible to patients and doctors without dependence on the use of an AT&T device. Chye also addressed some challenges to implementing mHealth, such as workflow, security, patient use and customer care.



◀ Panelist John Walls, Vice President of Public Affairs for CTIA-The Wireless Association, cited a CTIA study that found almost 80 percent of consumers were interested in mHealth solutions, but addressed concern over the increasingly limited availability of spectrum.

He said 700-800 MHz might need to be added to contain the amount of mobile traffic anticipated in the future. Walls also said a voluntary spectrum auction from local broadcasters could bring about \$35 billion to the US Treasury.

