

CTAAP 2012 Webinar/Teleconference Series

The Connecticut Chapter of the American Academy of Pediatrics

Using Mobile Apps to Improve Practice Efficiency and Patient Communication

Tuesday, October 16, 2012

12:10PM – 1:00PM

What if you could reduce your practice phone call volume by half or more? What would this mean for your efficiency? What other projects could your staff tackle if they could spend less time managing phone calls? Would you like to increase your control over when and how you respond to patient inquiries?

Mobile technology now offers pediatricians a chance to take advantage of the improved efficiency that apps offer. With many MDs and an overwhelming numbers of parents using mobile devices, pediatricians are uniquely positioned to use these time-saving technologies.

This webinar/teleconference will review how a mobile app can help your practice save time and money while increasing patient access and improving control over your time. pingmd is a mobile and online communication app designed specifically for pediatrics and pediatric sub-specialties. Along with a product demonstration, the program will feature Dr. Edward Lewis, a New York pediatrician who has been using pingmd for over a year.

Agenda

- How patient accessed mobile apps can save time and money
- How mobile apps can assist in meeting Stage 2 Meaningful Use guidelines
- Live pingmd demonstration
- Case Study: Edward Lewis, MD
- Review of FAQ
- Questions?

Speakers:

Gopal K. Chopra, MD, FRACS, MBA, is a board certified neurosurgeon and Associate Professor at the Fuqua School of Business at Duke University. Dr. Chopra's experience includes working in business development roles at major healthcare companies and as strategic advisor to institutional investors. He is CEO and co-founder of pingmd, Inc.

Edward Lewis, MD, is a practicing pediatrician in the Rochester, New York area. He is a Clinical Associate Professor of Pediatrics at the University of Rochester School of Medicine and a Graduate of University of Rochester Medical School. He is President of New York Chapter 1, District II of the American Academy of Pediatrics and has been an active pingmd user for one year.

Who should participate? Physicians, APRNs, PAs, RNs, front office staff and practice managers.

In keeping with our technology theme, this program will be offered as a webinar as well as teleconference. Registrants should view the webinar from a computer connected to the internet. For those practices without the technical specifications required, we will offer the program as a teleconference.

Registration: Go to ct-aap.org and look for the Mobile Apps for Pediatricians Webinar on the home page or complete the registration form and email it to Yvette.ctaap@gmail.com or fax it to 860-727-9863

Questions? Tracey.ctaap@gmail.com or 860-977-3430