Mobile Technology Update
Meaningful Use: Stage 2

Proposed Stage 2 Requirements

...were released on February 23rd, 2012 during the HIMSS Conference. Eligible providers who met Stage 1 certification in 2011 have until 2014 to meet Stage 2, as opposed to 2013. Their 2012 counterparts have until 2016.

Like Stage 1, Stage 2 requires core objectives and selections from a second menu.

There are 17 required core objectives for clinicians, 16 for hospitals and CAHs.

Clinicians meet 3 of 5 menu objectives, hospitals and CAHs meet 2 of 4.

KEY IMPROVEMENTS

✓ Improved patient access
✓ Focus on interoperability and exchange
✓ Required medical imaging support

Trends in Mobile Health

PRESCRIBING HEALTH APPS

MEDICATION ADHERENCE

DEVICES
The Doctor Goes Mobile

The Doctor Goes Mobile

Trending U.S. physician tablet adoption

62% of U.S. physicians own a tablet.

Among physicians who own a tablet, 81% have an iPad.

1/2 of tablet-owning physicians have used their device at the point-of-care.

Mobile Health in Practice

Online Patient-Physician Communication

39% of U.S. physicians communicate online with patients via email, secure messaging system, instant messaging, or online video conferencing.

The Digital Advantage

“...despite some trepidation, providers have seen a reduction in time responding to inquiries and less time spent on the phone.”

- Stage 2 Meaningful Use Guidelines

Source: pingmd Medlive Survey.
Pediatricians: Uniquely Poised for the Change

Why moms are addicted to mobile

**The Facts:**

51% are “addicted” to their smartphone. Why?

- They are **attached at the hip**, so it supports her throughout her day.
- It’s her helping hand. **3 out of 4** let their child play with their smartphone.
- It’s evolved to be more about fun. There’s been a **53%** increase in moms calling it BOTH fun & efficient.
- It helps her relax. **45%** say it decreases stress and **27%** say it gives them a sense of calm.

**Insight:**

Mom is a mobile power user.

Mobile helps her do more and feel better. She’s empowered, connected, more confident and in control.

**Action:**

She’s there, so be there.

Give her the tools, content and resources she needs to get her many jobs done. She’ll thank you.

Sources:


Overstock.com Infographic “The Booming Life of Mom Bloggers”
THE REASSURANCE OF A PHONE CALL

THE CONVENIENCE OF AN APP

Download the pingmd Doc app now and register for free.
The pingmd Parent

1 CHOOSE A SYMPTOM

Identify the main problem
- Fever
- Constipation
- Congestion/ Runny Nose
- Acne
- Rash
- Vomiting

2 ANSWER QUESTIONS

Rash
- How often is this occurring?
  - First time
- Where is the problem?
  - Right Arm

3 ADD PHOTO & VIDEO
The pingmd Doctor

1. Receive case alert

   Case Details
   - Case ID: 1131
   - Received Date: 07/20/2011
   - Child: Samantha Fleming
   - Parent: Demo Dad - Father
   - Age: 1 yrs, 6 mths

2. Choose next action

3. Send instructions

   Doctor's Instructions
   - This could be
     - Atopic dermatitis
   - OR
     - Enter Your Own
   - Explanation
     - What is Atopic dermatitis
Documentation Made Easy

Upload cases in PDF format to any EMR

**pingmd maintains HIPAA-grade encryption and security:**

- Unique User Identification and Verification
- User Authentication to Confirm the Medical Professional’s Identity
- SSL Handshake Protocol
- Secure Data Encryption
- Username and Password
- Automatic Logoff During Inactivity
- Audit Control and backup of All Data

In development: Push capability to any EMR based on a Clinical Data Architecture format
The pingmd Difference

<table>
<thead>
<tr>
<th>Feature</th>
<th>Email/SMS</th>
<th>Portal</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIPAA Compliant</td>
<td>✗</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>User-friendly</td>
<td>✔</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Ability to set boundaries</td>
<td>✗</td>
<td>✗</td>
<td>✔</td>
</tr>
<tr>
<td>Secure rich media</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Structured dialogue</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Instant documentation</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
</tbody>
</table>
The Usage

**TOP SYMPTOMS**
- rash, fever, cough
- runny nose, sore throat

**AVERAGE FREQUENCY**
- 1-2 pings/day per 50-100 patients

Identify the main problem:
- Fever
- Constipation
- Congestion/ Runny Nose
- Acne
- Rash
- Vomiting
The Impact

**DOCTORS**

80% reduction in practice phone call volume

50% reduction in time spent managing clinical inquiries

100% control over their schedule & availability

instant & secure documentation of all clinical cases

**PARENTS**

efficient access to the most trusted source of health information

confidence they are doing right by their child’s health

convenience to access the doctor’s advice anytime, anywhere

simplicity of a user-friendly smartphone app
Profile of a User: Edward D. Lewis, MD

- Board-certified solo practitioner
- Clinical Associate Professor of Pediatrics at the University of Rochester School of Medicine
- Graduate of University of Rochester Medical School
- Pediatric Training at Cincinnati Children's Hospital Medical Center and Strong Memorial Hospital
- President of Chapter 1, District 2 of the American Academy of Pediatrics
- Medical Director for RochesterHealth.com

Contact:
elewis@lewispediatrics.com
FAQ

• Will I lose visits?
• Won’t this create more work?
• What if I don’t take calls during the day?
• Can I get paid for using pingmd?
• Will my parents overuse this?
Contact

To try a demo account:
Download the app and register.

OR

Contact:
Cathy Becker
cathy@pingmd.com
917-856-9536

Connect:
pingmd.com
blog.pingmd.com
Don’t call me, ping me.