

Developing Cloud-Based mHealth Apps for Patient- Doctor Collaboration

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Robert Stern, CEO, @PointofCare360

Richard Mendis, CMO, AnyPresence

Speaker Introductions

Richard Mendis

**CMO and Co-Founder,
AnyPresence**

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An enterprise mobile development platform and solutions for the healthcare and other industries

20+ years in enterprise software industry:

- Speaker on enterprise mobility
- VP of Solution Mgmt at SAP
- Co-Founder, Clear Standards
- VP of Marketing, Current Analysis
- Product Line Manager, Siebel Systems

Robert Stern

**CEO, @PointofCare360
CEO, Projects in Knowledge**

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@PointofCare360 is a clinical decision platform for 11 therapeutic areas, including a companion patient app to monitor outcomes

Executive, founder, and board member to healthcare information and technology companies:

- Founder, MedPage Today
- Advisory Board, Everyday Health
- 100 Most Inspiring People, Pharma Voice Magazine 2009

142million

mHealth apps will have been downloaded by the 2016

13,600

consumer health and fitness iOS apps were available in 2012

6,000

clinical-type iOS apps available for physicians in 2012

84%

of physicians using tablets (74% iPad, 10% other)

Shared Decision Making



BRIDGING THE GAP



Real Time Clinician
Knowledge

Real Time Patient
Data

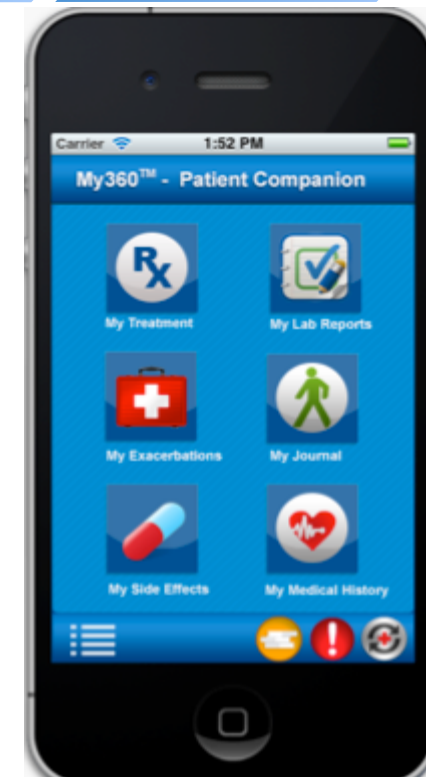
BRIDGING THE GAP: FULL 360°

CLINICIAN PERFORMANCE IMPROVEMENT

Clinician knowledge support

Health care organizations

Patients



Clinicians

HIPAA compliant messaging

Self reported real-time data

MEASURING PATIENT OUTCOMES

BRIDGING THE GAP: FULL 360°

@POINT OF CARE360™ WITH MY360™ PATIENT COMPANION APP



SYNCING CLINICIAN WITH PATIENT DATA

ENGAGING CLINICIANS

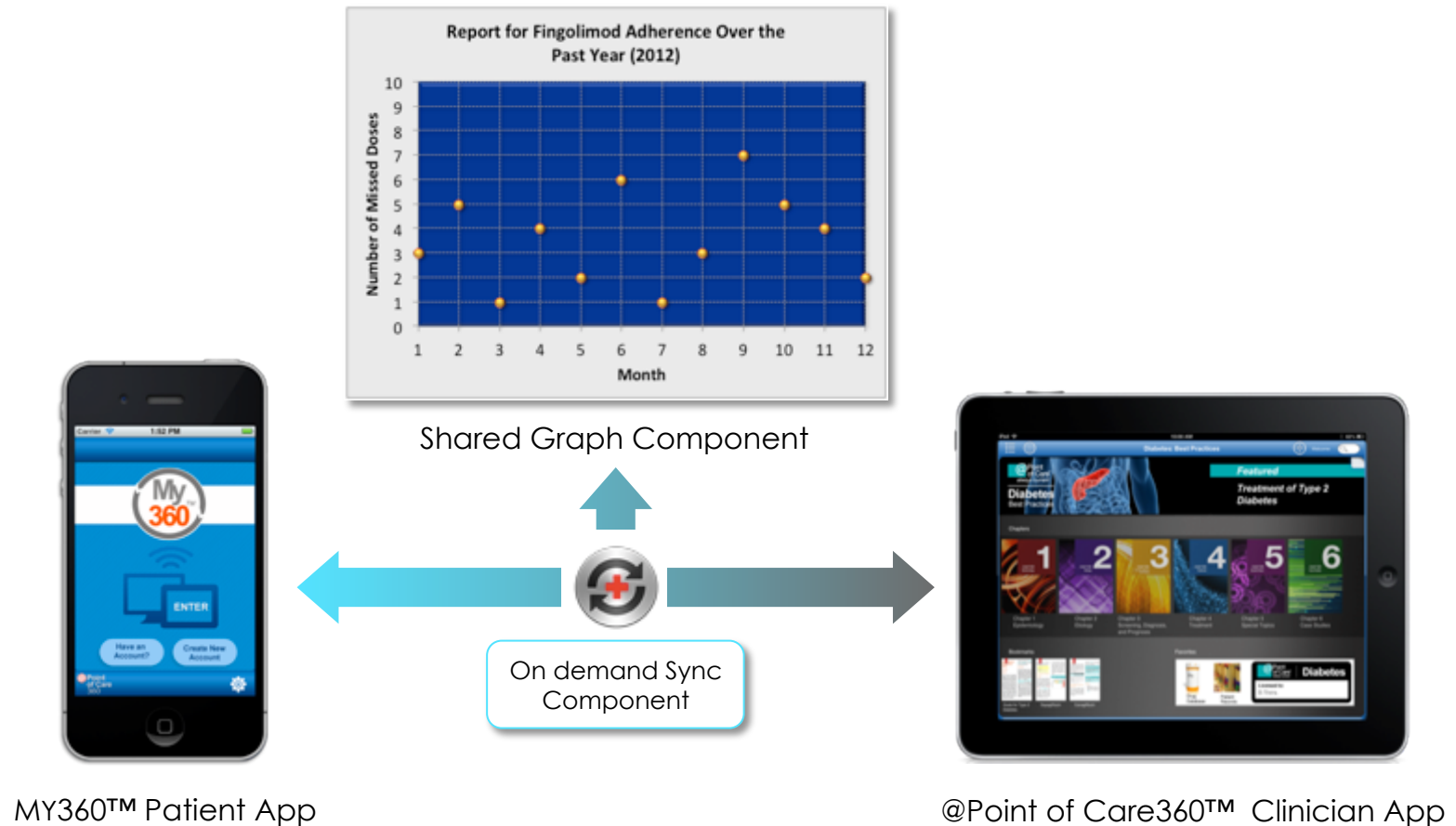
- Patient driven learning
- Integrate patient reported data in context with @Point of Care360™ clinician platform
- Allows clinicians to track patients between visits
- Reports Level 7 patient-centered outcomes
- HIPAA-compliant

ENGAGEMENT DRIVES ADHERENCE

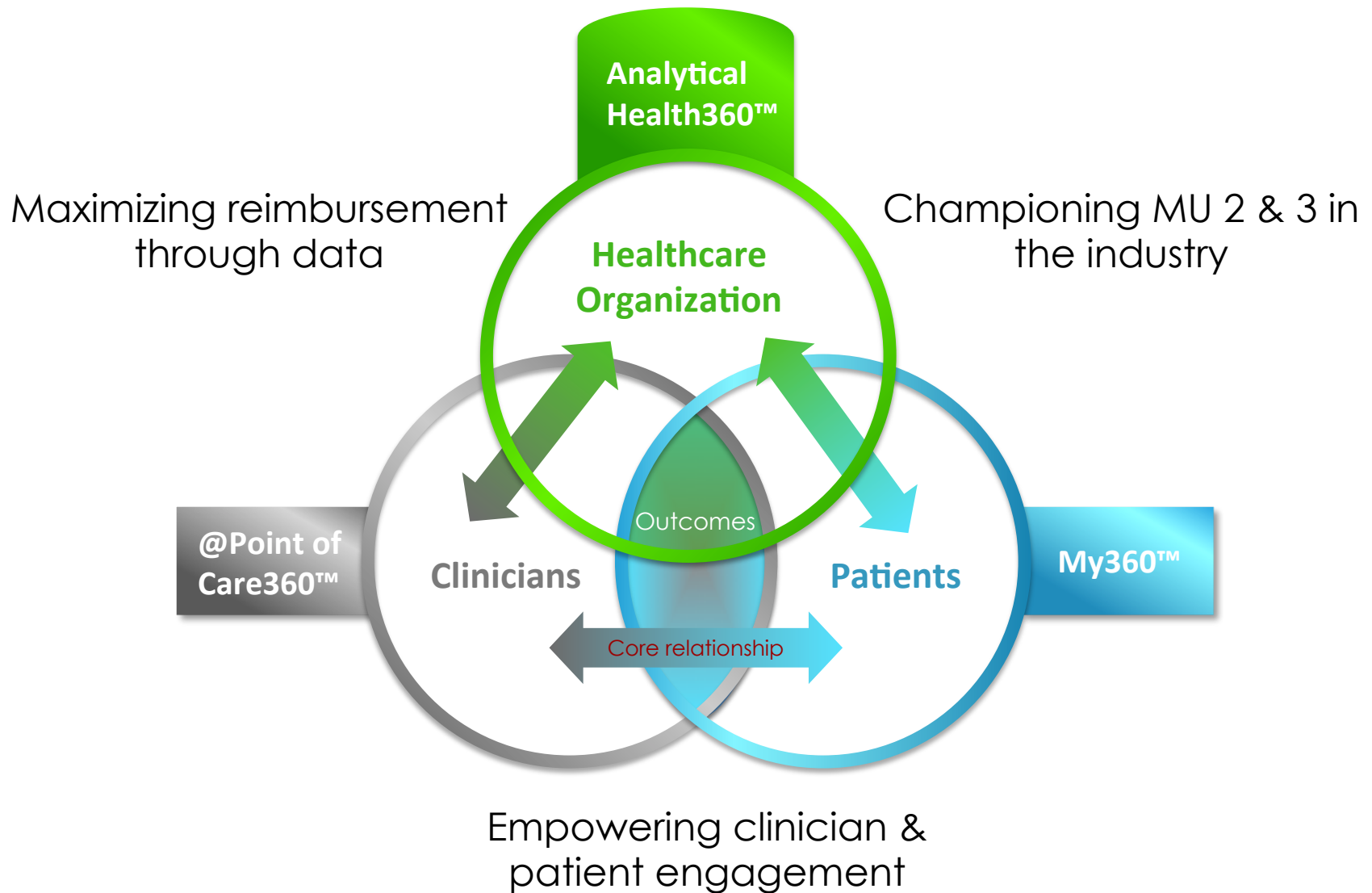
- 
- ACCOUNTABILITY FOR CLINICIANS
 - ACCOUNTABILITY FOR PATIENTS
 - ACCESS TO RELEVANT INFORMATION

SYNCING CLINICIAN WITH PATIENT DATA

PATIENT GRAPHS: SHARED DATA



BRIDGING THE GAP: FULL 360°



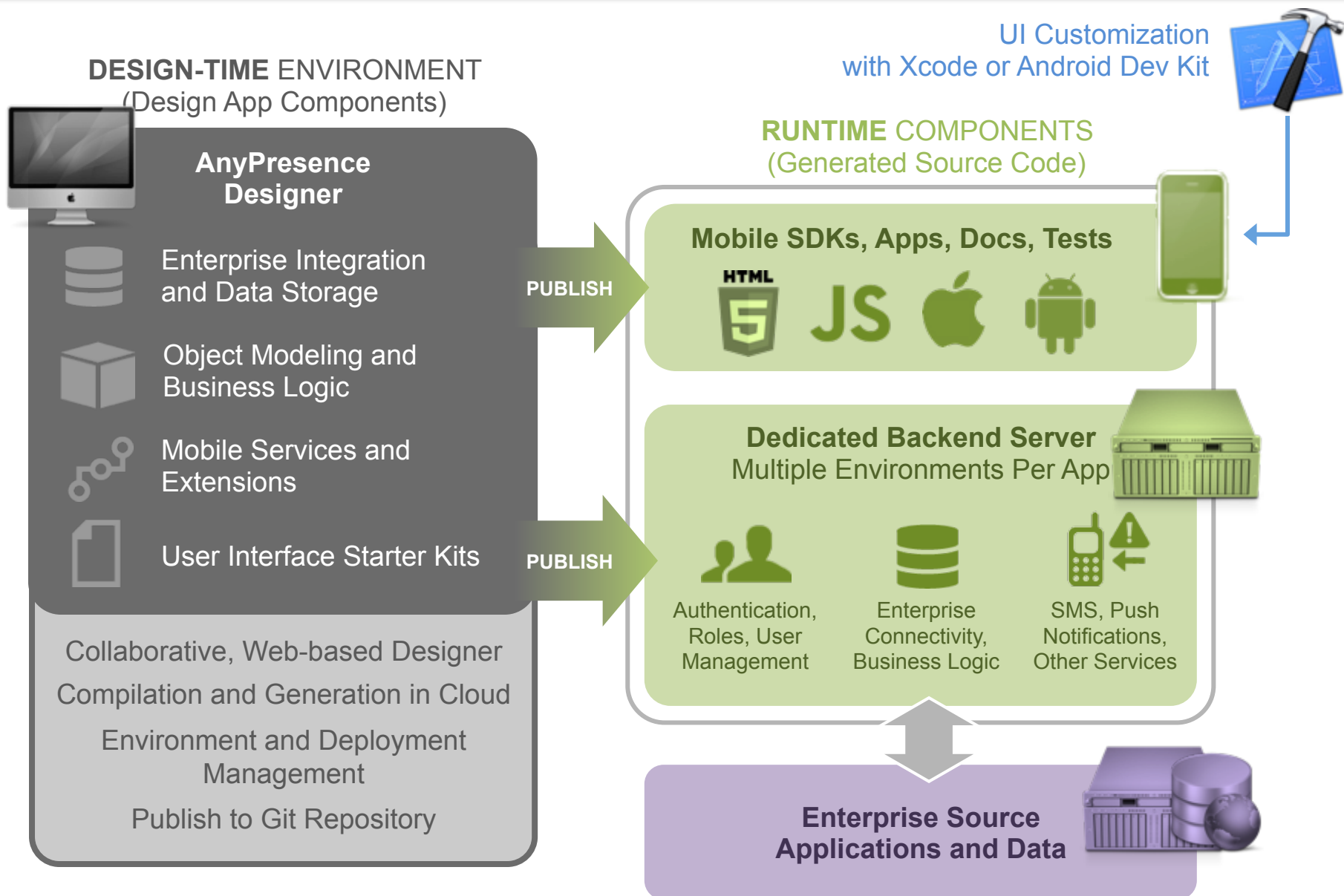
Brief Demonstration: Patient-Facing App





Behind the Scenes: Development Approach and Architecture

Development Approach



HIPAA Compliance Considerations

Any company that deals with protected health information (PHI) must ensure that all the required physical, network, and process security measures are in place and followed.

Covered entities (CE): anyone who provides treatment, typically a healthcare provider

Business associates (BA): anyone with access to patient information or support, typically a supplier

There are HIPAA-compliant hosting providers: OnlineTech



HIPAA Compliance Checklist

Administrative Safeguard

Citation & Standard

- ✓ 164.308(a)(1) - Security Management Process
- ✓ 164.308(a)(2) - Assigned Security Responsibility
- ✓ 164.308(a)(3) - Workforce Security
- ✓ 164.308(a)(4) - Information Access Management
- ✓ 164.308(a)(5) - Security Awareness Training
- ✓ 164.308(a)(6) - Security Incident Procedures

Physical Safeguard

Citation & Standard

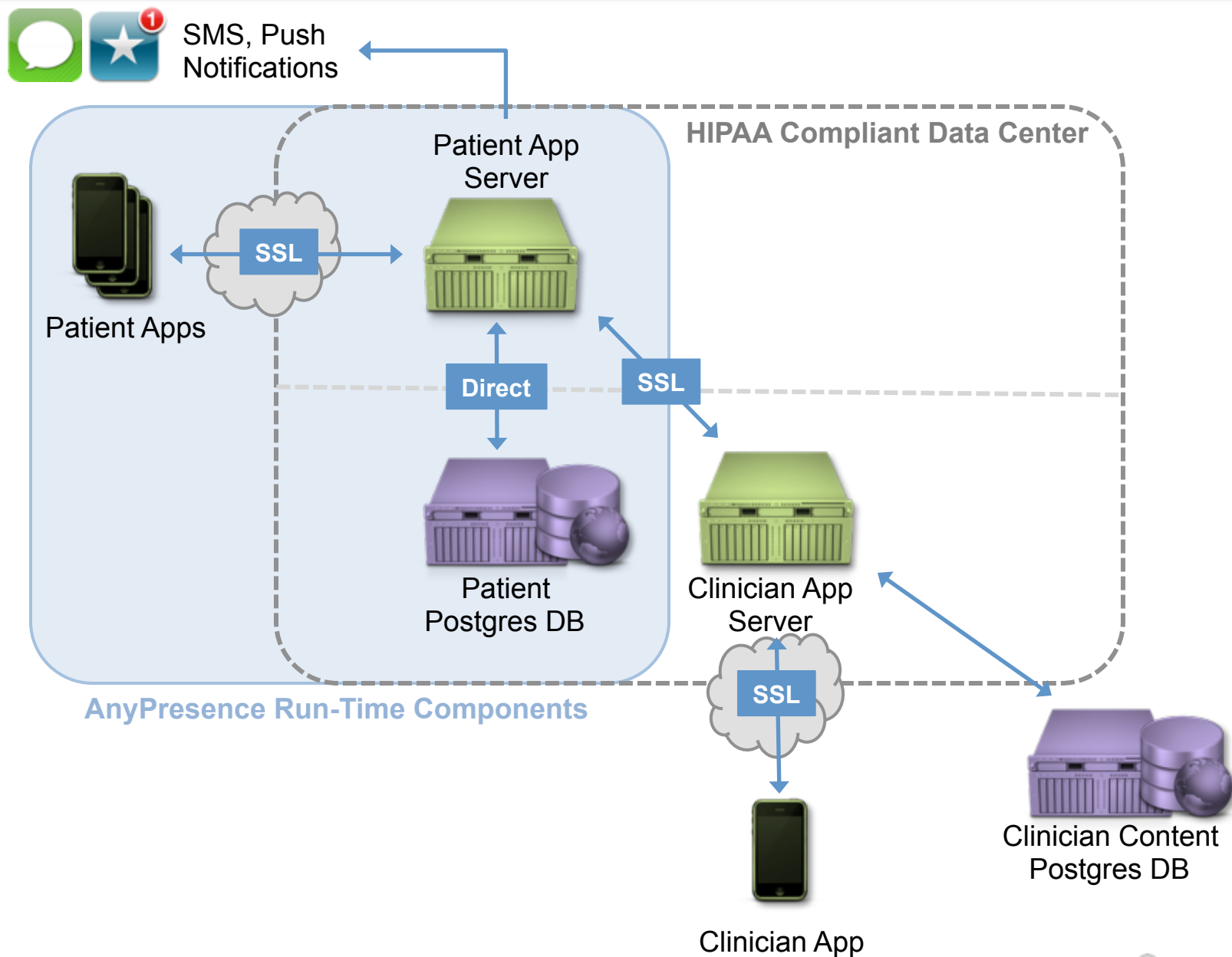
- ✓ 164.310(a)(1) - Facility Access Controls
- ✓ 164.310(a)(2) - Facility Security Plan
- ✓ 164.310(b) - Workstation Use
- ✓ 164.310(c) - Workstation Security
- ✓ 164.310(d) - Device and Media Controls

Technical Safeguard

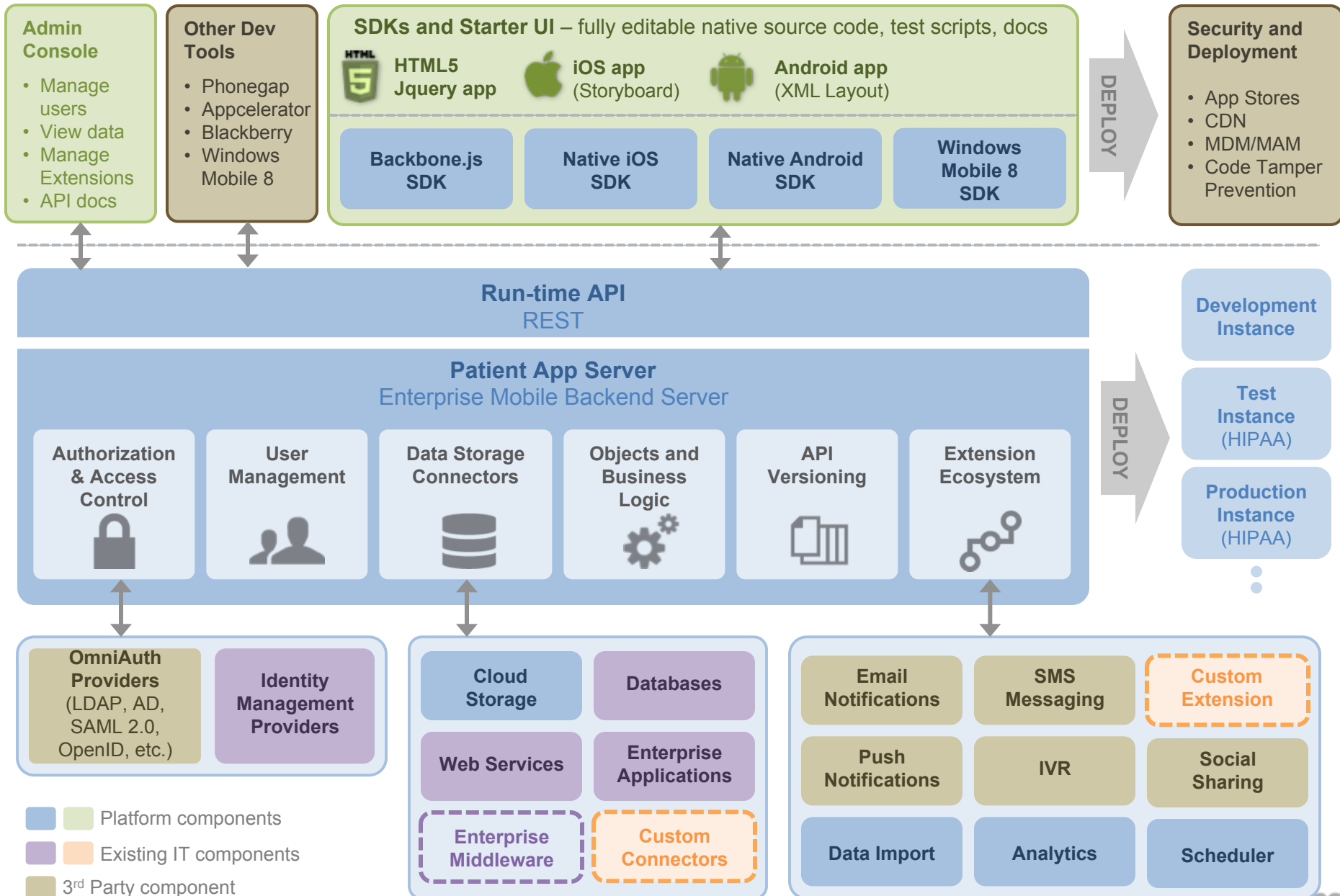
Citation & Standard

- ✓ 164.312(a) - Access Controls
- ✓ 164.312(b) - Audit Controls
- ✓ 164.312(c) - Integrity
- ✓ 164.312(d) - Person or Entity Authentication
- ✓ 164.312(e) - Transmission Security

Deployment Architecture



Server and App Run-Time Components



AnyPresence Offers Best of Both Worlds

Development Platform Advantages

- ✓ Lower TCO for development and maintenance
- ✓ Reusable mobile services with enterprise connectivity
- ✓ Cross-platform user interface starter kits

AnyPresence



Custom Development Advantages

- ✓ 100% non-proprietary, editable native code
- ✓ Unconstrained user interface flexibility
- ✓ No vendor lock-in or IP dependency
- ✓ Deploy anywhere

Key Takeaways

- ✓ There is a “perfect storm” of smartphone and web-based mobile app adoption, resulting in an **explosion of mHealth apps**
- ✓ **@PointofCare360 is taking a mobile-first approach** to patient-doctor collaboration and improving outcomes
- ✓ **Best practice mHealth architecture:** cross-platform SDKs and mobile backend server deployed to a HIPAA compliant environment
 - **Significantly reduces development time and TCO** (total cost of ownership) over time, especially with multiple mobile app projects and platforms to support

Thank You!



Questions?

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