

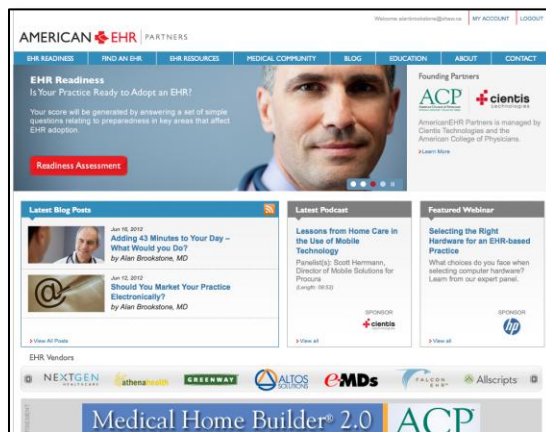
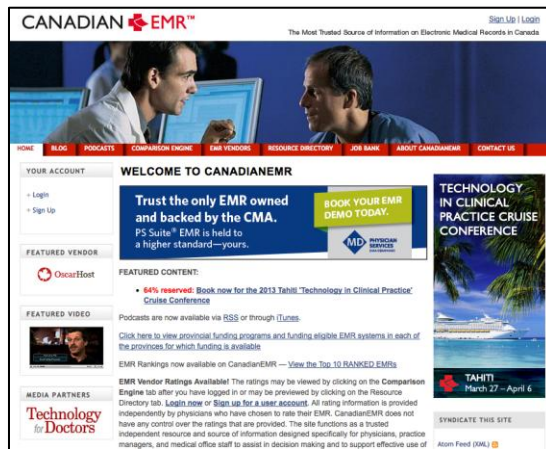


**Mobility: Driving Down Costs with Mobile Applications
The Provider Perspective**

Dr. Alan Brookstone

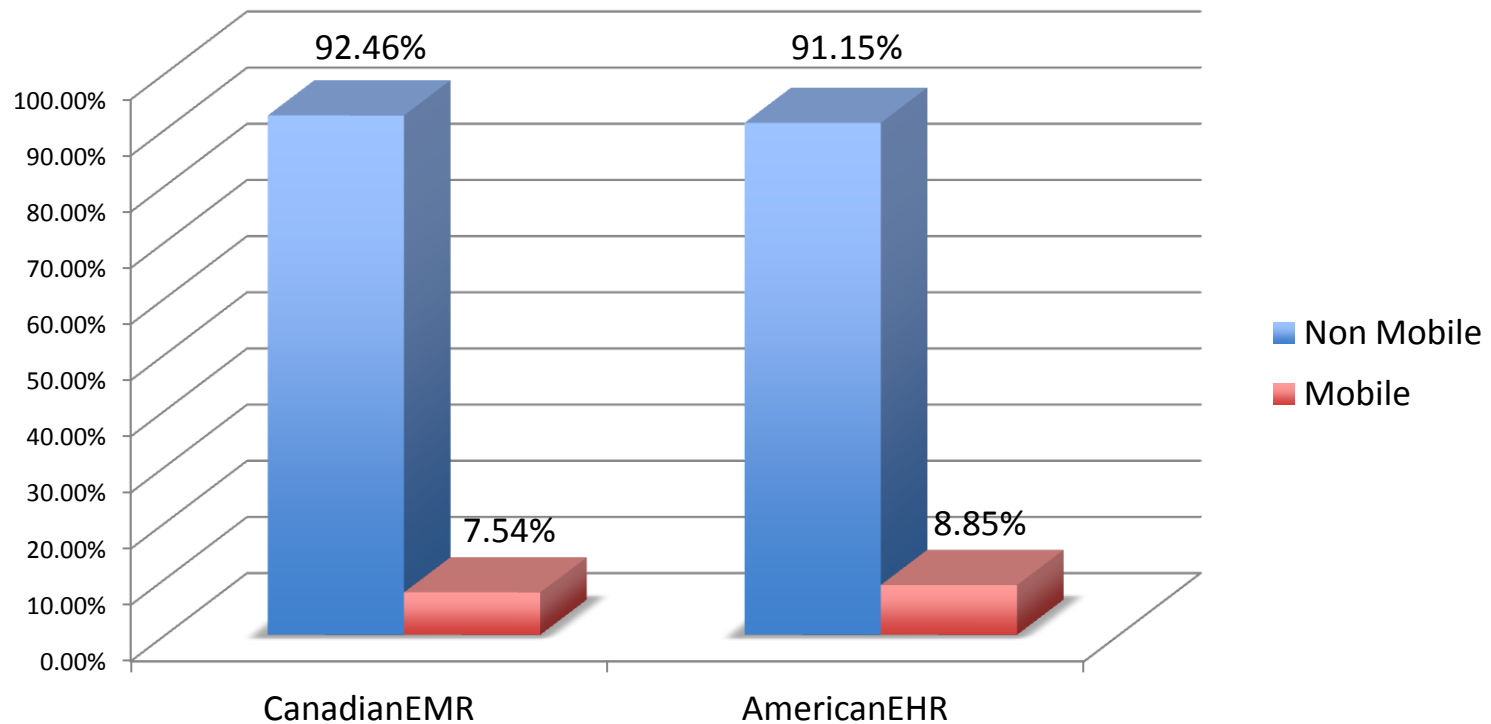
June 18, 2012

Background



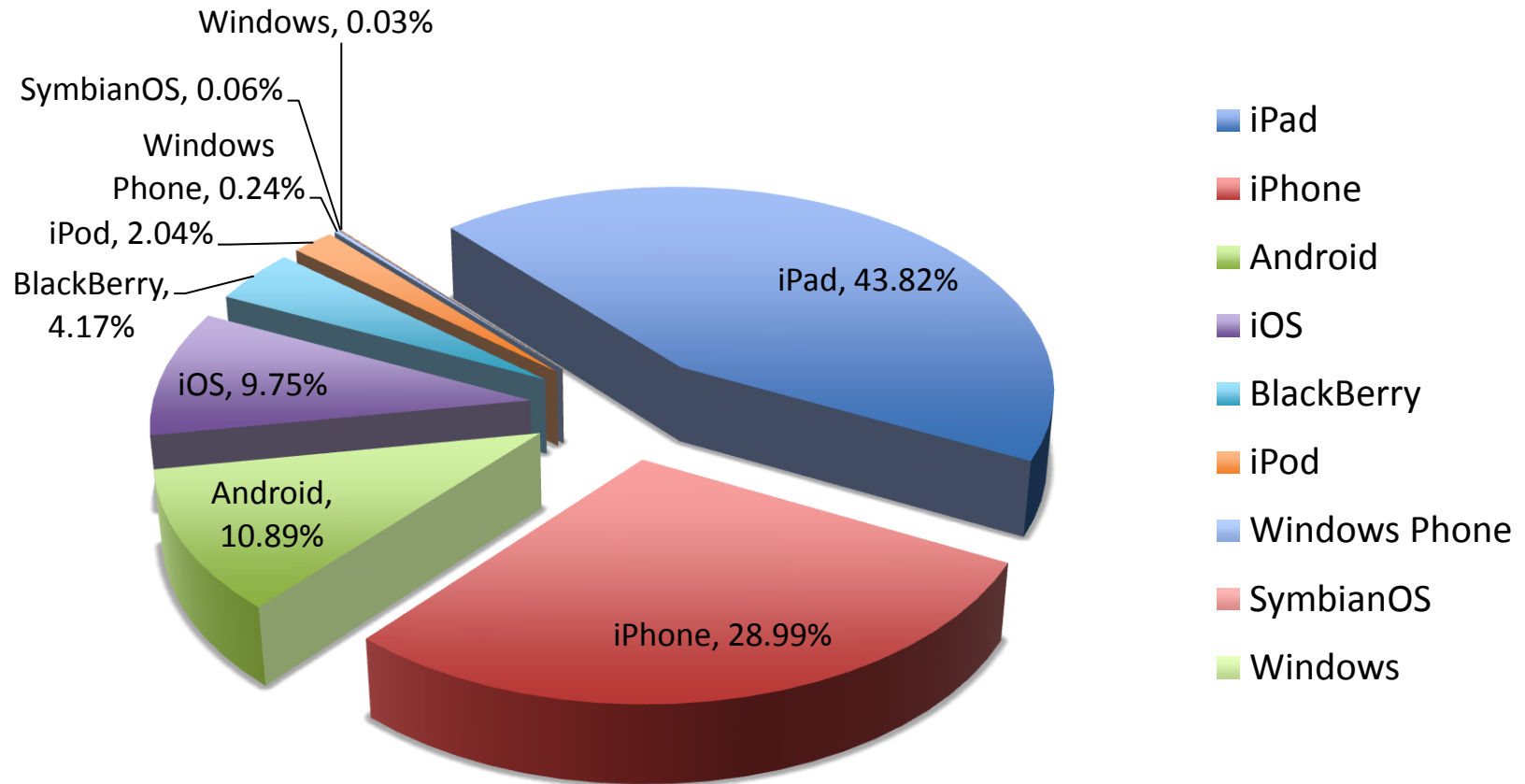
- CanadianEMR
- AmericanEHR Partners
- Online communities providing the most comprehensive EMR satisfaction rating data in North America with 18,000+ members.
- Verified Physician EMR Ratings
- eNewsletters
- Blogs
- Webinars
- Podcasts
- Readiness Assessment
- Request a Proposal
- Research & Reports

Mobile + Non Mobile Visits CanadianEMR - AmericanEHR Partners



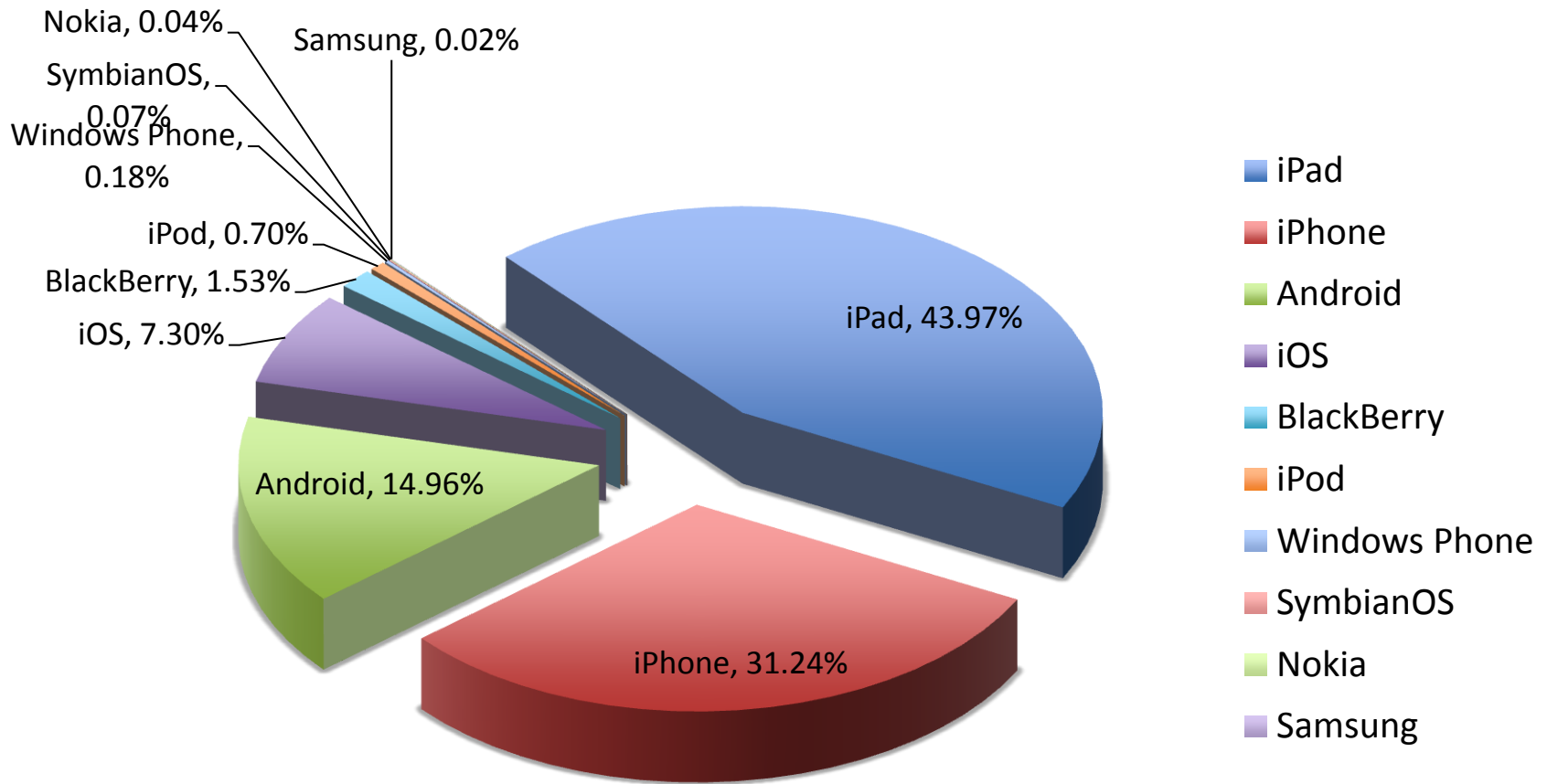
CanadianEMR (n=44,192) - AmericanEHR Partners (50, 315) Oct 25, 2011 - June 15, 2012

All Mobile Visits CanadianEMR



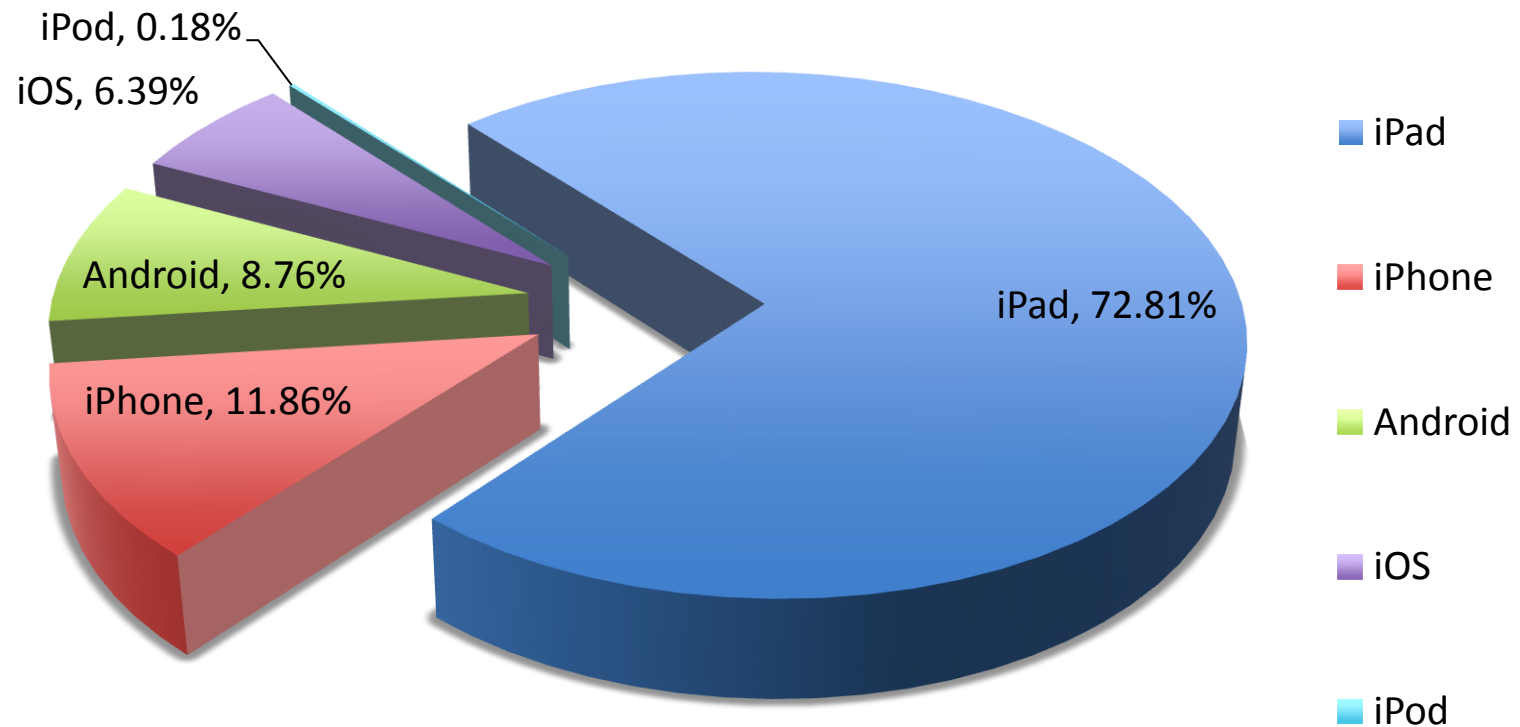
CanadianEMR.ca Oct 25, 2011 - June 15, 2012 (n=3,332)

All Mobile Visits AmericanEHR Partners



AmericanEHR Partners Oct 25, 2011 - June 15, 2012 (n=4,455)

Verified Physician Mobile Visits – AmericanEHR Partners



AmericanEHR Partners Oct 25, 2011 - June 15, 2012 (n=548)

Trends in the Use of Mobile Technologies by Physicians

- Mobile tools in healthcare are disruptive technologies
 - Mobile Apps or browser-based access
 - System level vs. workflow disruption
 - Can they be integrated?
- BYOD
 - Pros - Reduced hardware cost for organizations
 - Cons - Multiple devices, Security
- Always connected

Benefits of Mobile Tools

- Image management
 - Every mobile device has a high resolution camera
 - E.g. Dermatology, Orthopaedics, Plastic Surgery
- Ubiquitous access
 - Chunks of highly detailed information
 - Custom Apps
 - Medication management, claims status, problem list, inpatient list
 - Will not fully duplicate EMR

5 Keys to Driving Down Costs Through Mobile Technologies

Workflow
integration is
crucial

App vs.
Browser-based
access

BYOD Strategy

Detailed
information for
specific
purposes

Mobile is just
another tool

