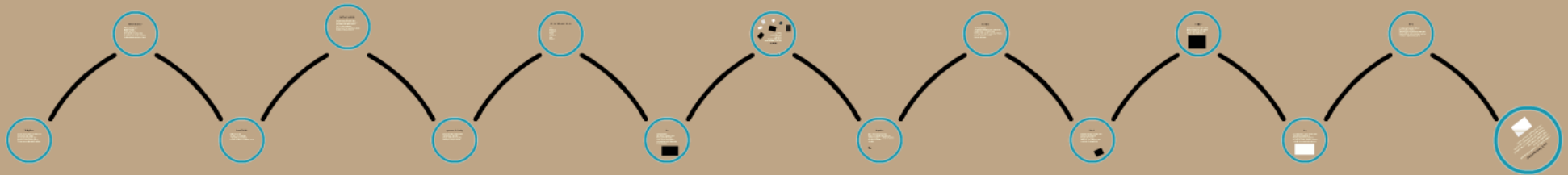






# John Patrick

## President, Attitude LLC



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## The Big Picture

- The Internet has grown to adolescence
- Power of the click (or tap)
- Expectations rising by the day
- Disintermediation just beginning
- The Internet merging with healthcare

## The Pervasive Internet

- Millions of businesses
- Billions of people
- Trillions of devices
- Unimaginable amounts of data
- Everything connected to everything
- Security and privacy that we expect

## Power Of The Click

- Click here to call
- Amazon 25% of e-tailing
- e-prescribing at its infancy
- Personal healthcare revolution ahead

## Healthcare is on Our Side

- Patient-centered Medical Home
- Healthcare Information Exchanges
- Integration with clinical devices
- Home health monitoring
- Micro arrays for personalized medicine
- Healthcare IT bigger than IT

## e-government & e-learning

- Early leadership and innovation
- Transparency - [data.gov](http://data.gov)
- School and library renaissance
- Lifelong learning via tablets

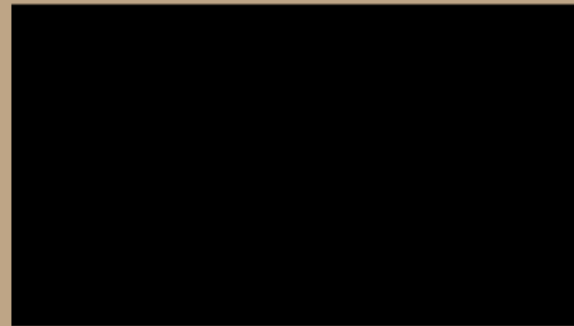


## The Future of Healthcare and the Internet

- **Fast**
- **Always On**
- **Everywhere**
- **Natural**
- **Intelligent**
- **Easy**
- **Trusted**

## Fast

- Optical backbone
- Adam Smith's Invisible Hand
- Threats to Net Neutrality
- e-labs and e-imaging studies
- e-prescriptions and e-dispensing
- Smart ambulance



## Always On

- Pervasive wireless Internet
- Streaming everything
- CardioNet
- Wireless infusion
- Boxee TV



## Always On

- Pervasive wireless Internet
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Photo courtesy of CardPhisic Corporation

Smart pumps can further improve safety by standardizing the dosing units and calculating the rate in these dosing units, as well as mL/hr, eliminating the risk of calculation error.

## Always On

- Pervasive wireless Internet
- Streaming everything
- CardioNet
- Wireless infusion
- Boxee TV





# Favorites

12:34 PM

MON 4/30

12:30 PM

1:00 PM

1:30 PM

1216 CNBCHD

◀ Fast Money

Power Lunch

1225 TWC HD

◀ Day Planner

HD

1250 TLC HD

◀ What Not

HD

A Baby Sto

HD

A Baby Sto

HD

1252 APL HD

◀ Animal C

HD

Animal Cops - San Francisco

HD

1254 TRVLHD

◀ Top Ten Mexi

Extreme

1258 SCI HD

◀ Big Bigge

HD

Big Bigger Biggest

HD

FTM HALFTIME REPORT



## Fast Money Halftime Report

12:00-1:00 PM • 26 MIN LEFT

Host Scott Wapner and her team give a lunch-hour update on how the financial markets are doing, discussing the big trades...

SONY





Rented



Top Movies



Movies



TV Shows



Music



Computers



Settings



## Everywhere

- Where is the Internet anyway?
- iPhone and Android started the race
- 1 billion computers - 5 billion cell phones
- LumoBack and FitBit
- e-bedside





DEMO.com

## iPad Heaven

- The PC had its day
- An intelligent window to have and to hold
- Location aware – it watches you
- New hope for magazines, papers, text books
- Personal healthcare records
- No more skeletons

## Natural

- Social Networking - not just social
- User Generated Content
- Blogging here to stay
- Wikipedia – The Writeable Web
- e-referrals / PatientsLikeMe

## Intelligent

- Content does not have to be dumb
- Business intelligence not artificial
- The Fall and Rise of Web apps
- Watson: jeopardy for docs



## Easy

- Open Standards – power to the people
- Tablets changing the game
- Finally, computers for consumers
- Its all in the clouds - Dropbox / iCloud
- e-health: less paper, better outcomes





## Trusted

- Security continuously redefined
- Privacy policy at infancy
- Business processes part of the trust model
- Bloc bad things with technology - not laws
- Healthcare aligning with patients

## How To Survive (and thrive)

- Think Outside In -- Listen to the people
- Think Big, Act Bold
- Start Simple, Iterate Fast
- Anticipate the integration of the Internet
- Get a taste of Net Attitude: talk to kids
- Focus on Health - It is our future



Blog!!!



Thanks for stopping by. My name is John Patrick and Attitude LLC is the name of my company. My activities include writing, speaking, and board service. I am fortunate to have quite a few affiliations and I get to work with people from whom I am constantly learning. Prior to "e-tirement", I was vice president of Internet Technology at IBM Corporation. Nearly everything I have ever said or written is here at patrickWeb or in my book, Net Attitude. The patrickWeb blog contains more than 1,000 posts. I hope you enjoy reading some of them. Get the email version of patrickWeb if you prefer. Find me on Facebook. Follow me on twitter. You can also find me in Wikipedia.



Share Tweet Email Share Like 4 +1

### Brainyard

Posted by John Patrick on Jan 10, 2013 in Go Figure, Internet Technology, Net Attitude



Somehow I got on a mailing list from brainyard. The mailings were not malicious or obnoxious, but just not something I find of interest. Therefore, I clicked unsubscribe and was taken to their process for getting removed from their list. The name "brainyard" implies that the people there are very smart. Perhaps they are, but two things about their process are very dumb. The first step in their



### Search

Search input field and button

### Categories

Select Category dropdown menu

### Archives

Select Month dropdown menu

