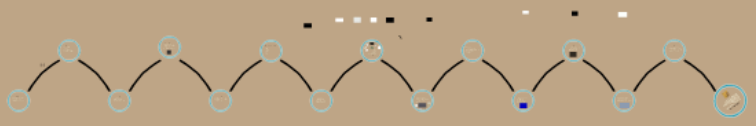
The Future of Healthcare and the Internet

John Patrick
President, Attitude LLC

Macricostas Lecture Series
Western Connecticut State University
April 25, 2013



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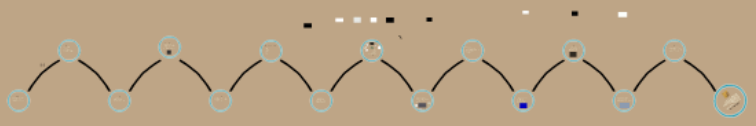

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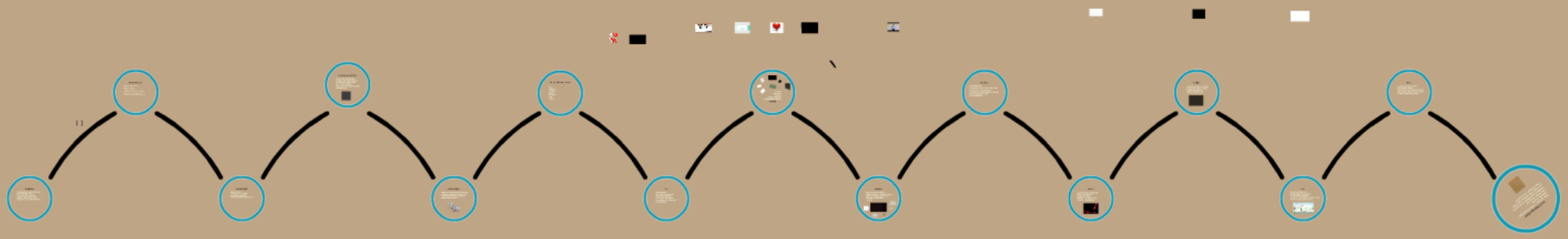
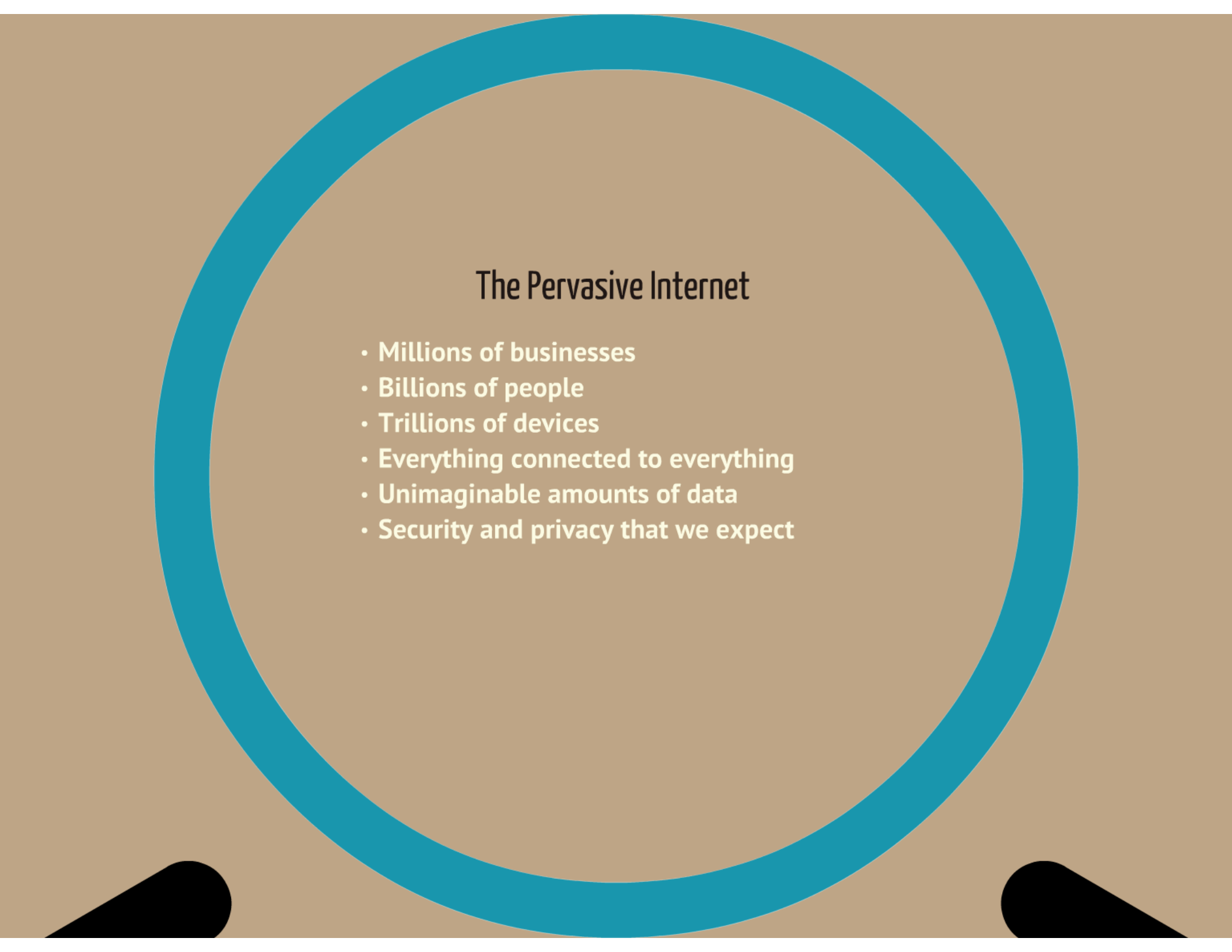


The Big Picture

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

HOSPITAL

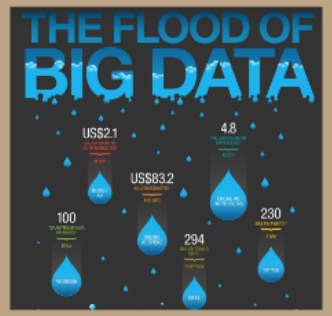

The Pervasive Internet
• Millions of businesses
• Billions of people
• Trillions of devices
• Everything connected to everything
• Unimaginable amounts of data
• Security and privacy that we expect

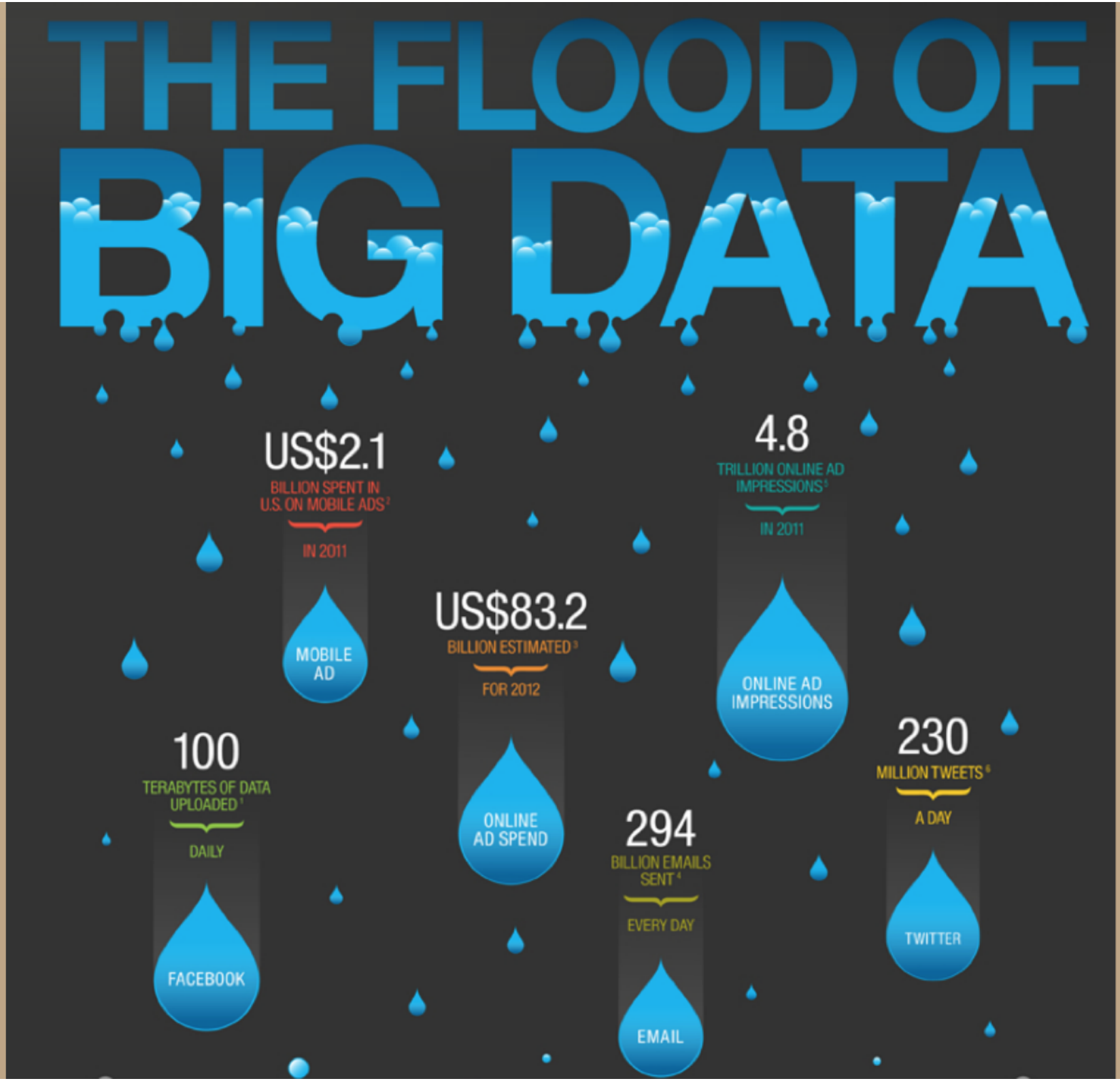
Power Of The Click

- Click here to call
- Amazon 10-15% of e-tailing
- e-prescribing at its infancy
- Personal healthcare revolution ahead

Massive Changes in Healthcare

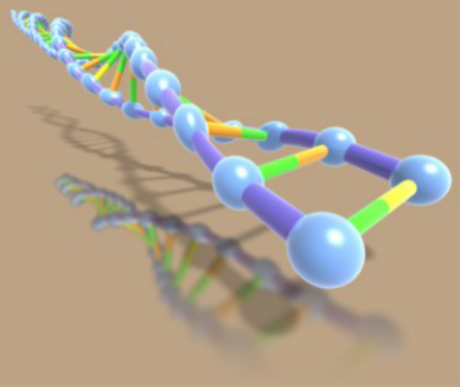
- Patient-centered Medical Home
- Healthcare Information Exchanges
- Integration with clinical devices
- Home health monitoring
- Micro arrays for personalized medicine
- Population health




THE FLOOD OF
BIG DATA
US$2.1
BILLION SPENT IN U.S. ON MOBILE ADS[2]
IN 2011
MOBILE AD
US$83.2
BILLION ESTIMATED[3]
FOR 2012
ONLINE AD SPEND
4.8
TRILLION ONLINE AD IMPRESSIONS[5]
IN 2011
ONLINE AD IMPRESSIONS
100
TERABYTES OF DATA UPLOADED[1]
DAILY
FACEBOOK
294
BILLION EMAILS SENT[4]
EVERY DAY
EMAIL
230
MILLION TWEETS[6]
A DAY
TWITTER

Healthcare Big Data

- Mobile streaming of data about our health
- Continuous monitoring for chronic illness
- Personalized health from our genomes
- Digital models of our lives



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
- Asthmapolis
- Boxee TV

CARDIONET

Always On

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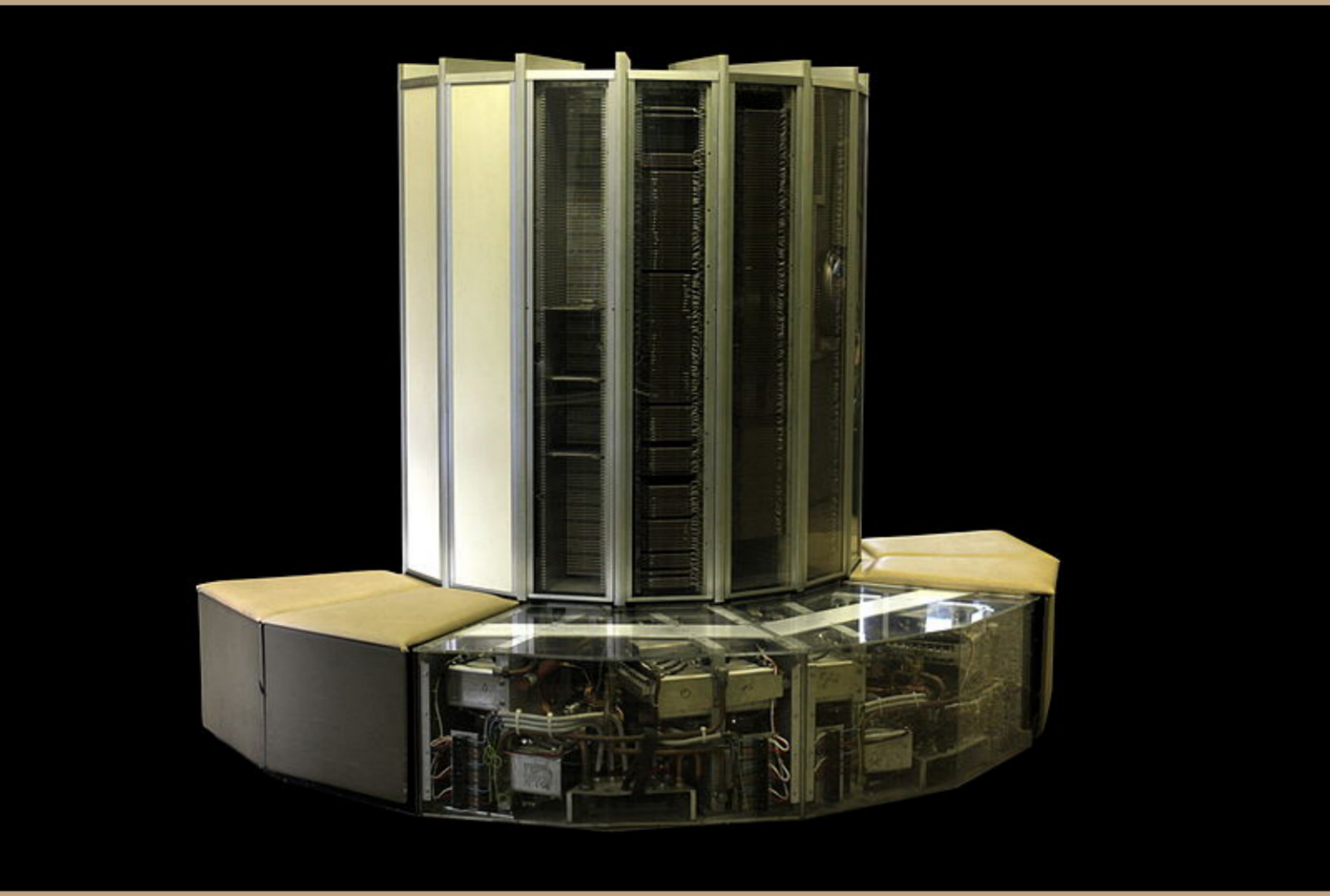
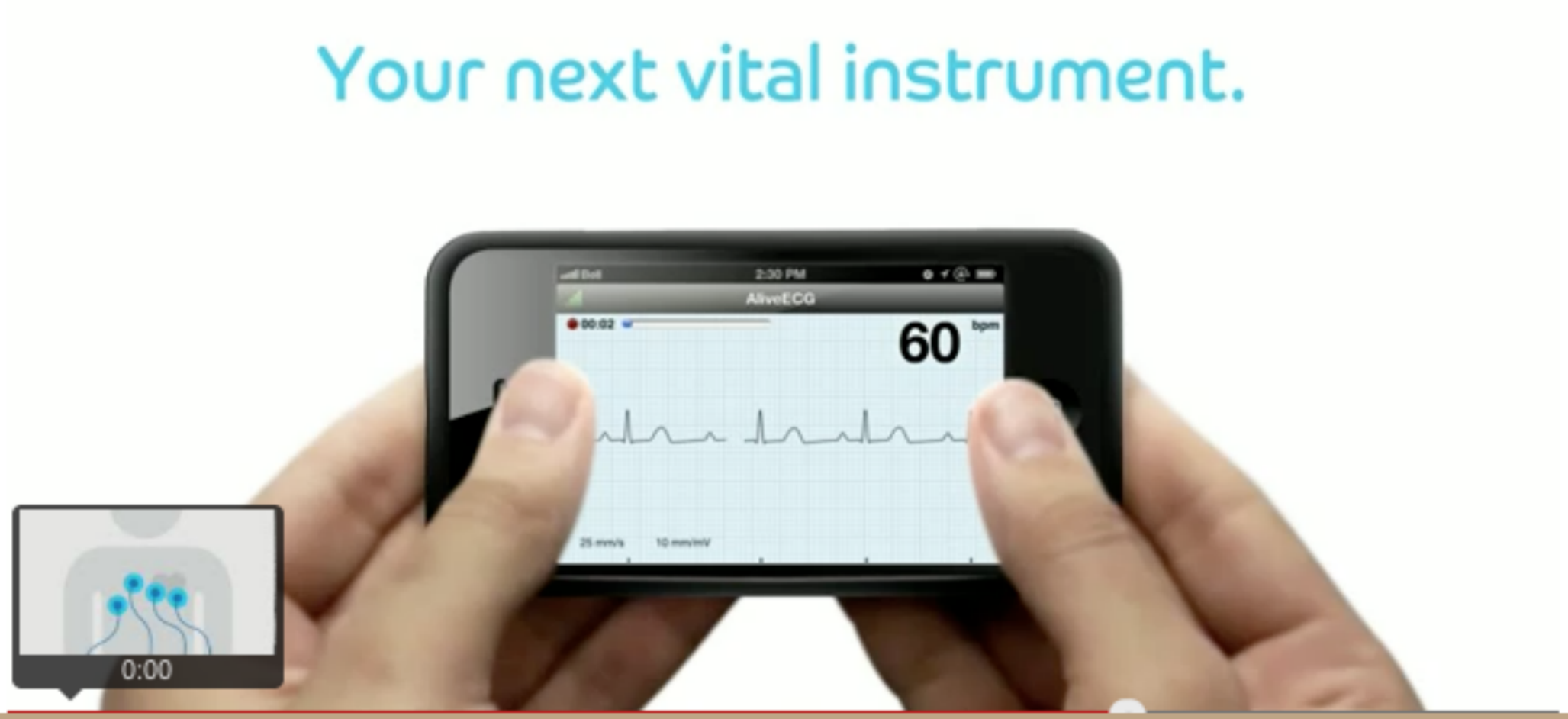
- Boxee TV



Introducing AliveCor

YouTube



Always On

- Pervasive wireless Internet
- Streaming everything
- CardioNet
- Asthmapolis
- Boxee TV

Always On

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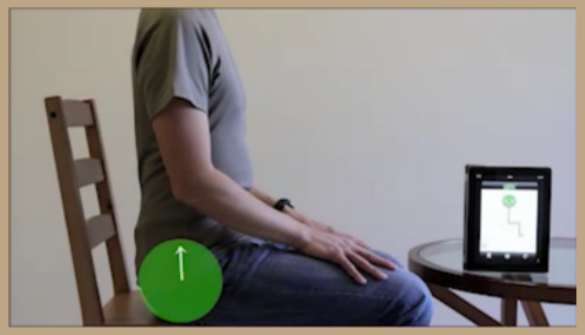
SETUP
MASTER PWR POWER
AUD
DVD
TV
VCR
CBL
EXIT
INFO
MENU
GUIDE
OK SELECT
DAY
PAGE
A
B
C
D
VOL
CH
MUTE
LIST
ON DEMAND
LIVE
REW
PLAY
STOP
PAUSE
REC
SHIFT
ASPECT
bright house
POWER
OPEN/CLOSE
TV POWER
AUDIO
SUBTITLE
REPEAT
REPEAT A-B
CANCEL
TV SOURCE
SCHEDULE
PAUSE
STOP
PLAY
TV VOL
TV MUTE
MENU
ENTER
DISC MENU
TITLE MENU
SAMSUNG
POWER
TV
ON/OFF
PRE-CH
CH LIST
MENU
FAV.CH
TOOLS
RETURN
EXIT
SOURCE
VOL
MUTE
CH
MEDIA.P
CONTENT
P.SIZE
INFO
WTS
CC
SAMSUNG

MENU
▶ II

Rented
Top Movies
SENNA
BATMAN BEGINS
MERYL STREEP
ANNE HATHAWAY
THE DEVIL WEARS PRADA
Harry Potter
HALF-BLOOD PRINCE
BRAD PITT
CATE BLANCHETT
The Curious Case Of
BENJAMIN BUTTON
3 ACADEMY AWARDS
BOGART
BERGMAN
CASABLANCA
Movies
TV Shows
Music
Computers
Settings
NETFLIX
MLB.com
NBA
NHL

Everywhere

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



160.3

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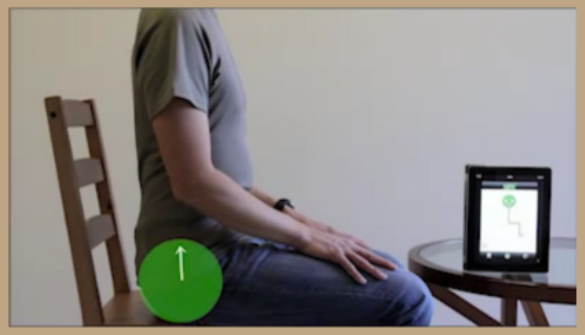

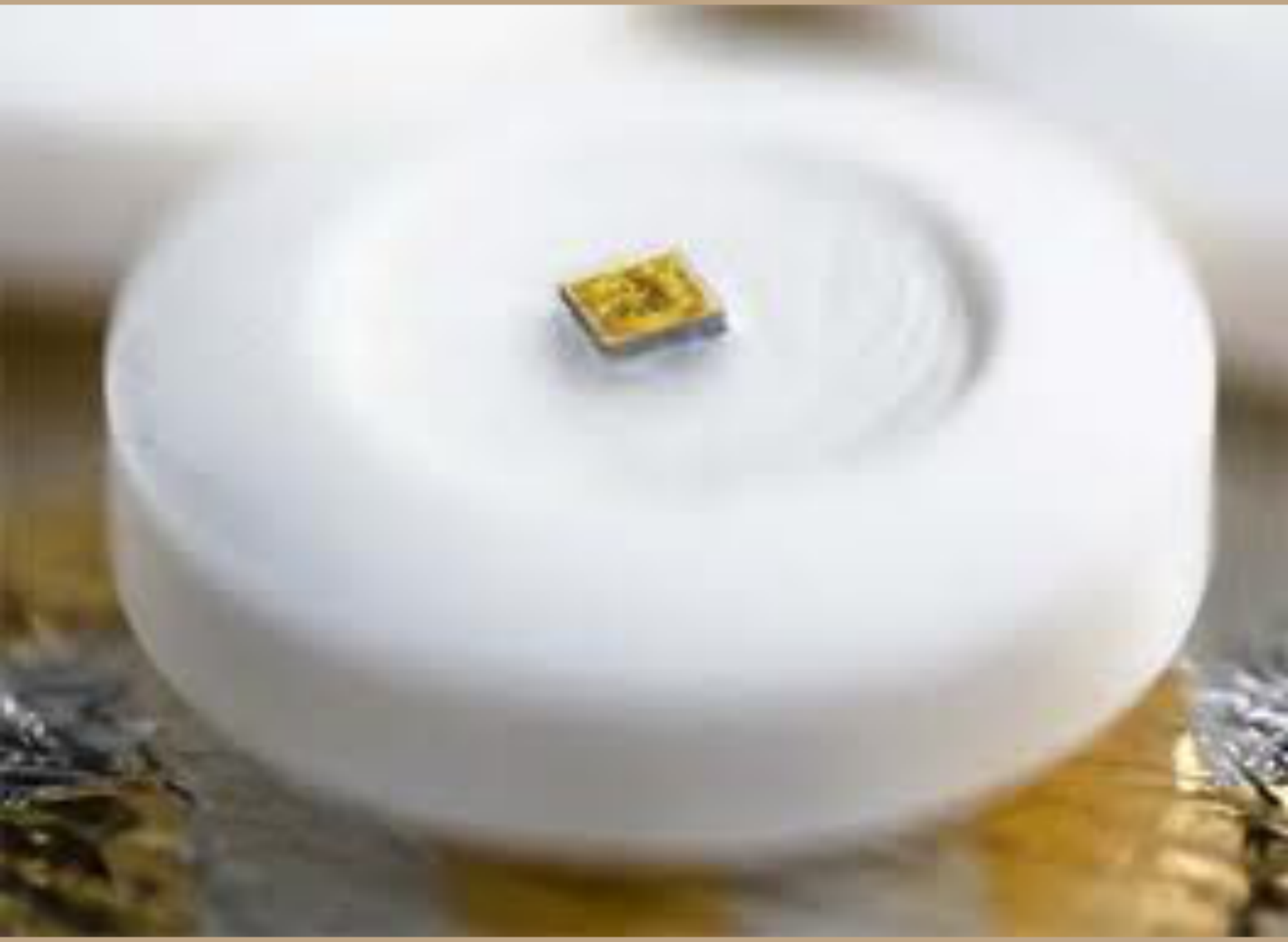

MEDS
4/4 Yesterday
ACTIVITY
1,425 Steps
SLEEP
6.5 Hrs
GLUCOSE
234 mm/dl
WEIGHT
245 lbs
MED MATCH
23 pills
MESSAGES
2 New
PATCH
GOOD
ctly safe for you.
Each patch can be
seven days, even wh
bathe. To accurately ca
your medication, activity
and sleep quality, please w
it on your torso. You and you
caregivers can view the data
on a mobile phone or computer.

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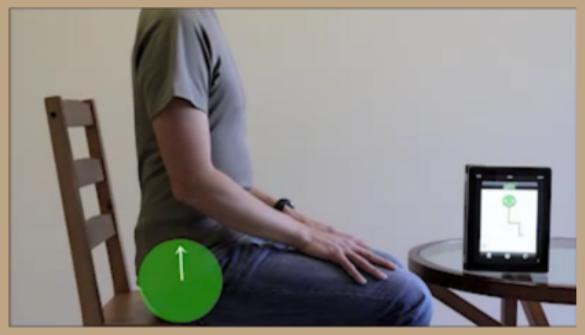


Charles Wang, M.D.
Co-Founder, LUMO BodyTech

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

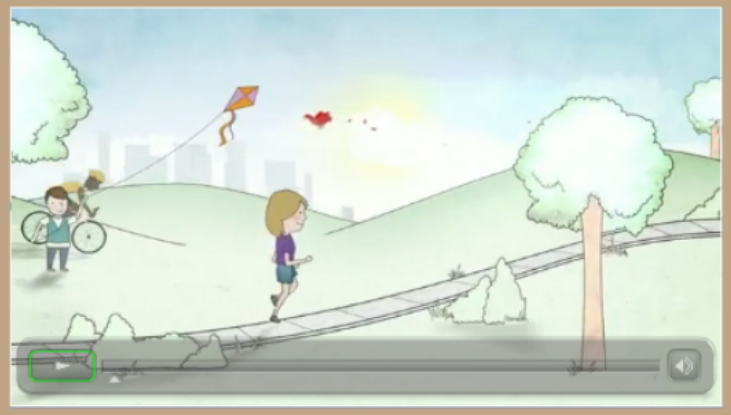
- Social Networking - not just social
- User Generated Content
- Blogging here to stay
- Wikipedia – The Writeable Web
- e-referrals / PatientsLikeMe

Intelligent

- Content does not have to be dumb
- Big data and healthcare analytics
- Personal genomics is here
- Watson: jeopardy for docs

Easy

- Tablets changing the game
- Finally, computers for consumers
- The Fall and Rise of Web apps
- Its all in the cloud - Dropbox / iCloud / Amazon
- 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. As of today, the patrickWeb blog contains 1,305 posts. I hope you enjoy reading some of them. Get the email version of patrickWeb if you prefer. Find me on Facebook and LinkedIn. Follow me on twitter. You can also find me in Wikipedia.

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Synthetic Vaccines

Posted by John Patrick on Apr 24, 2013 | Edit

A fellow student in the healthcare doctoral class I am currently taking — Community Health and Epidemiology — posted some thoughts and research about flu vaccinations. His post reminded me of my 2 years, six months, and 22 days in the U.S. Army from 1969 to 1971 during which time I received many vaccinations. (I keep a record of all immunizations in my HealthVault database.) There are many studies on the effectiveness of influenza vaccine, whether various categories of people should have the vaccination, and issues about whether healthcare providers should be required to be vaccinated. The purpose of this post is not about those issues but rather about the development and production of the vaccine. Flu vaccine is a wonderful thing that has saved many lives, but the process of making it using billions of chicken eggs is quite slow and archaic. In a video interview with Dr. Eric Topol, Dr. Craig Venter talks about an innovative new approach to the development of vaccines (E. Topol & Venter, 2013). Venter said

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