

MASTER

Ecosystem and telehealth

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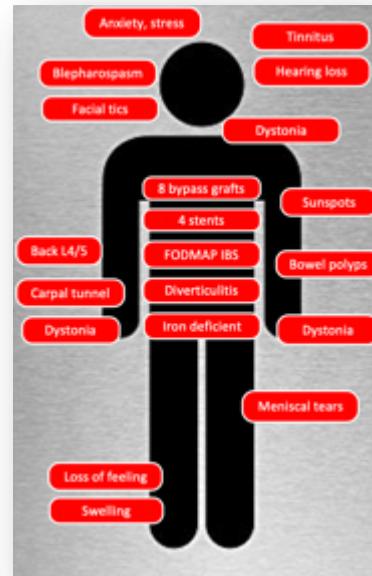
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the human reality ...

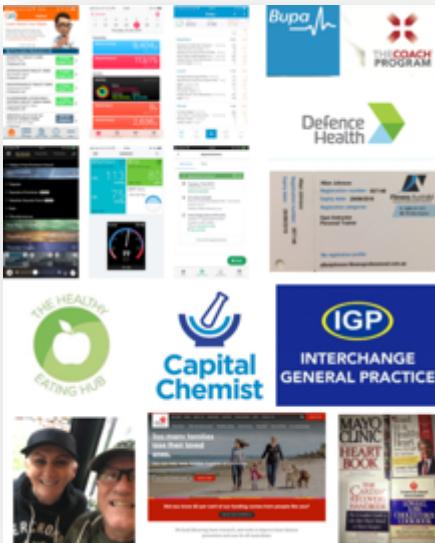
Abandoned by Government eHealth — Heart Patient Turns to Apple

By Allan Johnson and Marie Johnson

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Dec 6, 2017 - 14 min read



4 to 5 hours per day managing health



- Managing medications
- Meal planning and recording
- Exercise planning
- Performance recording
- Booking & attending appointments
- Reading – keeping up to date
- Meditating...

Apple health care ecosystem...

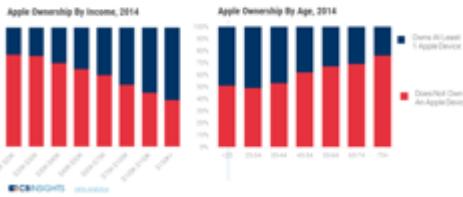
The Apple Watch is Apple's definitive jump into making its own medical devices



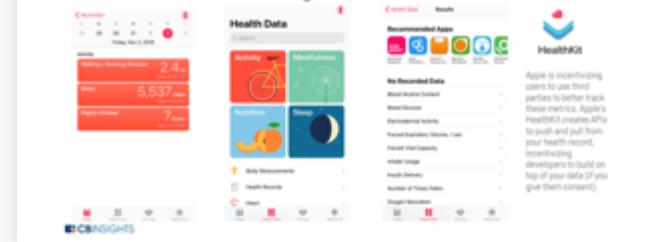
Apple has direct reach to a large customer base



Healthcare can help Apple increase penetration of its devices into new demographics

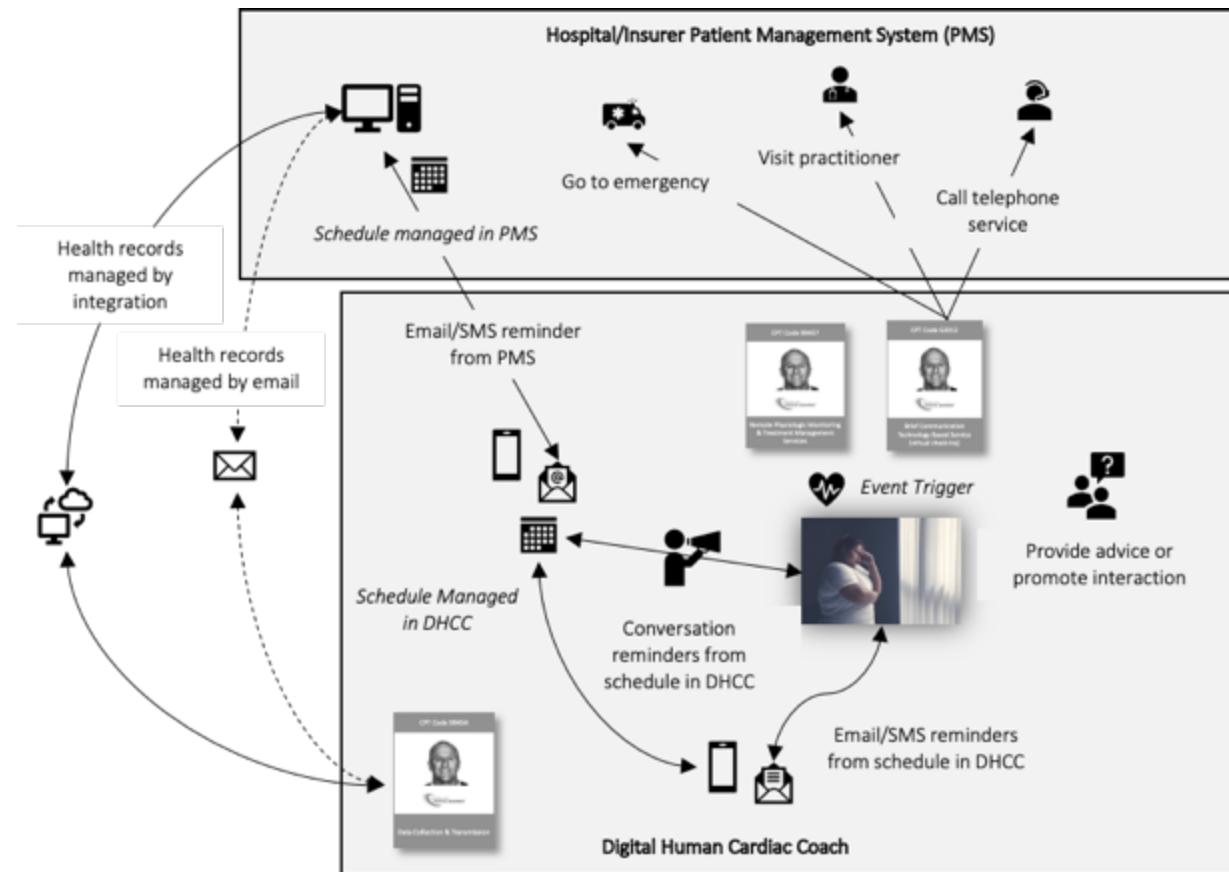


Apple combines wellness and health to make healthcare a more regular habit + check-in



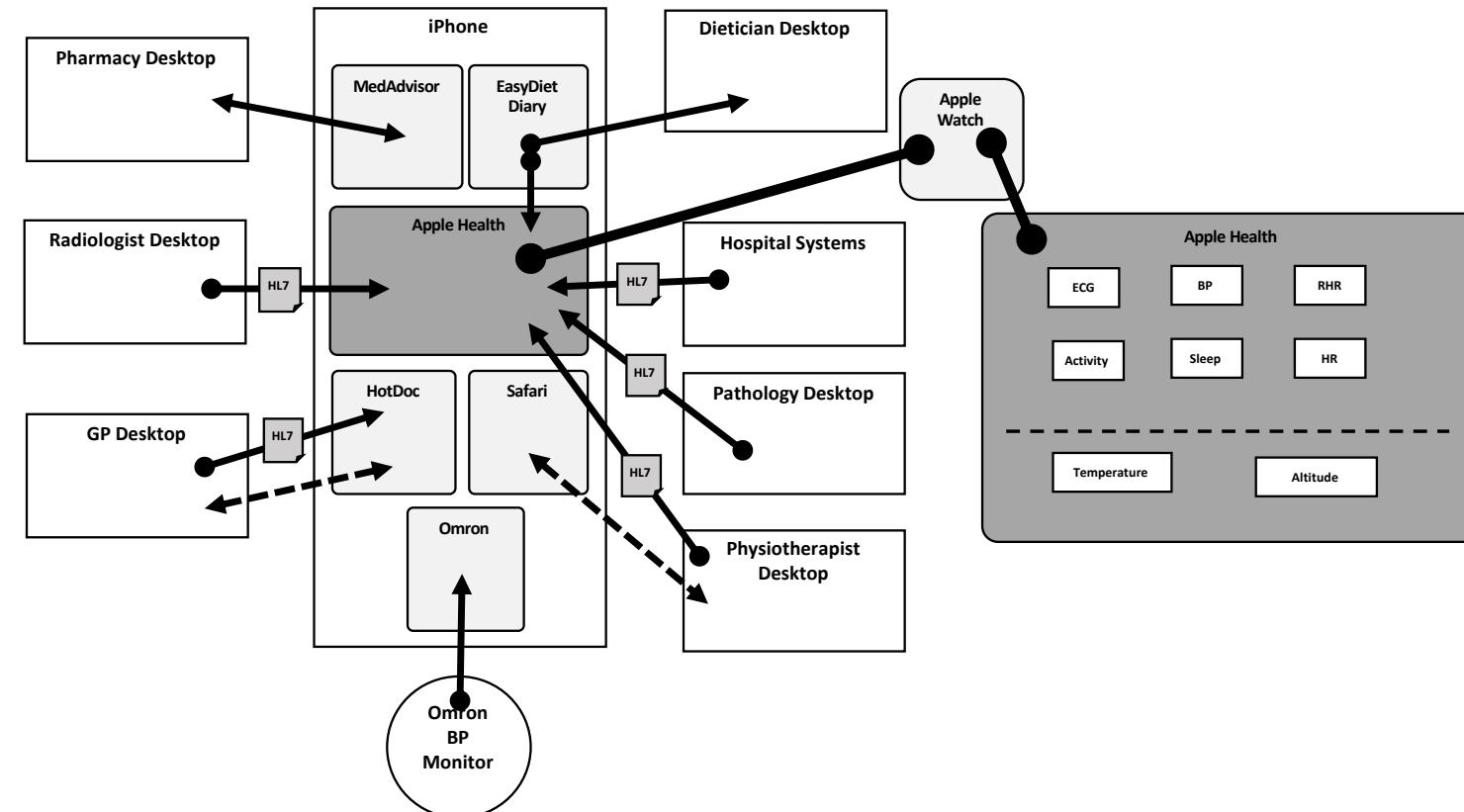
...still requires literacy, resources, skill...

DHCC design mapping to new CMS codes and telehealth processes



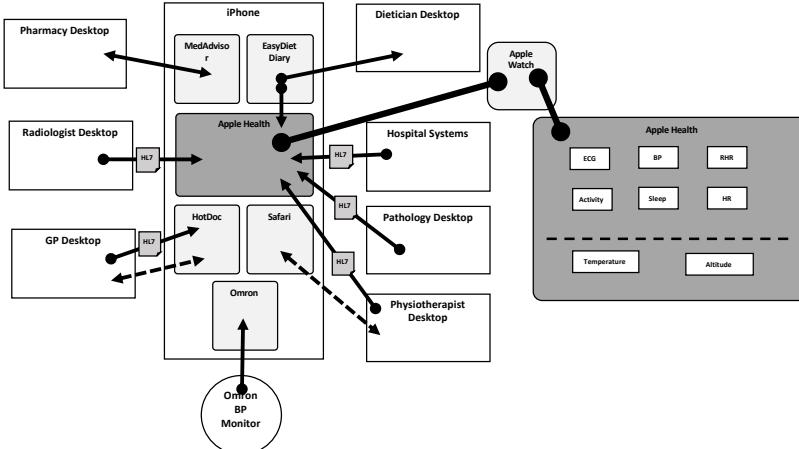
using the Apple health ecosystem as a "one stop shop" in telehealth...

...for screen capture of data such as BP, RHR, sleep

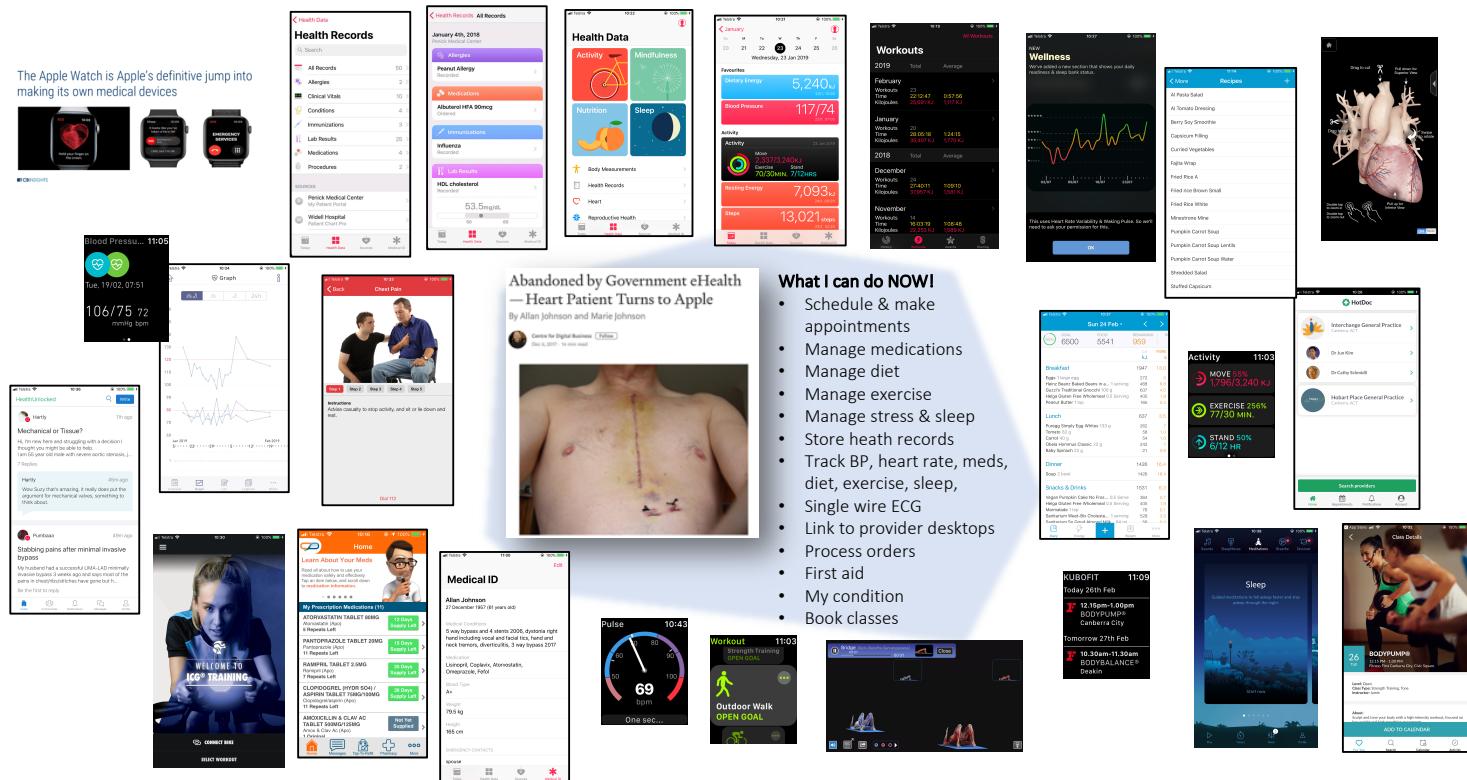


using the Apple health ecosystem as a "one stop shop" in telehealth...

...for screen capture of data such as BP, RHR, sleep



- Some device apps (e.g. Omron Wireless BP Monitor) integrate with Apple Health so daily data, monthly data, trends etc. can be screen captured there along with diet, sleep, RHR etc. This would reduce the onboarding effort and complexity for patients.
- Some apps also connect with practitioner desktops. For example, Easy Diet Diary (Australia only) integrates to dietitian desktops.
- Ultimately DHCC would need to choose between integration with multiple apps or integration with just the Apple Health Ecosystem. Given the Apple Health ecosystem and app also supports HL7 ERM for health records and is rolling out ECG on Apple Watches the future direction is probably clear.



conversations through ecosystems

