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# THIS ISSUE

MEDICAL & HEALTHCARE EDITION

## iPATIENTCARE IN REVIEW

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ZAGGKEYS PORTFOLIO REVIEW

DR.CHRONO REVIEW

ISSUE 17

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# ClinicYOU

**As though illustrating the point made in** the ComChart review with respect to testimonials, ClinicYOU offers testimonials in which the individual's name, position and location are all provided.

ClinicYOU offers many of the same services and enticements featured in practically every other EMR platform – scheduling, invoicing, document management, etc. – but with an interesting, wholly modern social-networking twist. By appropriating the Facebook-like post-and-comment structure, colleagues can update and inform each other, stay in touch, invite others to join conversations, and virtually eliminate the need for paper correspondence.


Security with confidential information is at the top of the list of concerns for both patients and medical staff. How secure is ClinicYOU? ClinicYou incorporates robust enterprise level security, making it immediately far more secure than existing arrangements for many clinicians. Great care has been taken in sourcing the most secure hosting platform for ClinicYou, ensuring physical security of your data. The software was developed using enterprise class tools to maximize security.

Transport between your computer and the server uses a high-graded 128-bit encryption to secure transmission over the Internet, similar to online banking services. Keeping your data secure in your own premises and on your mobile devices is expensive and difficult, with security breaches all too common. ClinicYou frees you from having to worry about the security of patient information, security updates or disaster recovery plans.

Some programs require extensive (and sometimes expensive) training, but

many ClinicYOU users have found that no specialist training is required. The whole system was designed with ease of use in mind. However, if you feel that training is essential, it can be arranged at an additional charge.

But with a wide field of EHR companies out there, why should doctors choose ClinicYOU?

ClinicYou is a complete physician practice management system that looks after all aspects of your practice, from patient communication and records to billing and financial information. Unlike other clinical information systems, ClinicYOU does not provide just parts of the application in 'modules'. They provide full functionality, right out of the box. This approach saves time and helps create new efficiencies across your practice, ranging from reduced administration time to increased productivity for clinicians via virtual collaboration. Unlike other healthcare IT systems, ClinicYou has been created by clinicians so you have a system purpose built to answer your needs and the demands of running a busy practice. 



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# MacPractice

Simplicity in practice

<http://macpractice.com/mp>

MacPractice provides EMR platforms based on a physician's particular specialty. There is a MacPractice solution for general practitioners, optometrists, chiropractors and dentists. In this way, doctors may gravitate towards the platform that best meets their respective concerns.

The MacPractice website is extremely helpful, and clearly spells out the various attributes of the programs under the "Software Features" and "Software Abilities" tabs, each of which has linked elements, like "EMR", "Imaging", "Scheduling" etc.

Of all of the platforms discussed herein, the MacPractice offers the clearest rundown of the capabilities and features of its program.

**MacPractice MD:** MacPractice MD is a best-of-class medical practice management and clinical application for all practitioners. MacPractice gives doctors access to high quality software at a reasonable cost and backs this up with a full spectrum of complementary, integrated software and hardware solutions and associated support services.

Some of the features available on MacPractice for iPad:

Access patient data securely and easily with the MacPractice interface for the iPad. View your appointments, reports and referral information from



anywhere you can access the Internet. ePrescribe and review and add vitals and diagnoses to your patient's record in MacPractice directly from your iPad.

View appointments in columns by resource in calendar view. Tap the appointment for patient information and appointment detail. Quick calendar navigation with resource filter.

View patient diagnoses, allergies, vitals, prescriptions and medications. Add patient vitals, chronic diagnoses and allergies.

Prescriptions are automatically synced in the patient's record in MacPractice with ePrescribe: (i) Automated allergy, drug information and review, herbals, and managed care formularies; (b) Drug interaction leaflets for patient education in 18 languages; (c) Optional managed care connectivity provides all-doctor drug history.

Select a patient with an appointment or any patient in your practice. The following patient information is available: Patient alerts, Patient demographics, Follow-Ups, Referral source, Patient appointments, Notes, Emergency Contacts

Further information on the MacPractice can be found at [www.macpractice.com/mp/contact](http://www.macpractice.com/mp/contact).



# Abbott Northwestern Hospital

## ***Abbott Northwestern Hospital's Internal Medicine Residency Program transforms bedside patient care by training physicians in the use of portable ultrasound devices with FileMaker solution***

Through a custom FileMaker solution and FileMaker Go for iPhone, Abbott Northwestern Hospital's Internal Medicine Residency Program is enhancing bedside patient care

Leading Minneapolis hospital's Internal Medicine Residency Program — <http://anwresidency.com> — improves efficiency and accuracy of program for training in innovative use of bedside ultrasound exams

Focused bedside ultrasound scanning, performed by a physician, is quickly becoming an essential tool for the efficient diagnosis and treatment of patients within leading-edge hospitals. But it first takes formal training to become certified to perform a scan. To assist in this rigorous process, the Internal Medicine Residency Program at Abbott Northwestern Hospital in Minneapolis turned to the FileMaker Platform and FileMaker Go for iPhone.

Dr. David Tierney, director of the Internal Medicine Bedside Ultrasound (IMBUS) program at Abbott Northwestern Hospital, and assistant program director of the Internal Medicine Residency Program explains, "Portable ultrasound is an exciting diagnostic tool for our healthcare team that provides an instant understanding of the patient's anatomy, physiology, and the issues at hand. To help rigorously track physicians as they become proficient and credentialed in using portable ultrasound, we employ an innovative solution built with help from FileMaker Developer Tim Cimbura using the FileMaker Platform."

### ***A new way to diagnose patients***

Portable ultrasound devices are increasingly being used to examine patients, diagnose problems and guide invasive procedures. FileMaker and a FileMaker Go solution for iPhone help ensure that as the hospital embarks on the leading edge of this movement, it is training, evaluating and credentialing physicians in the most rigorous fashion possible.

Unlike earlier machines, which are the size of an ATM on wheels, today's ultrasound devices are a portable tool that can easily be carried over the shoulder or even in a shirt pocket. The technology improves bedside diagnostic accuracy and efficiency. And, in contrast to the CT scan, x-ray or other imaging tests that expose patients to radiation, portable ultrasound does not have any harmful bio-effects.

### ***A more efficient and accurate way to train physicians***

Launched in 2011, the IMBUS program tracks how many ultrasound studies an internal medicine physician completes, and the accuracy of the studies performed before he or she is certified to perform the exam independently

Initially, the program used a system of 5 x 7 index cards that physicians carried with them. For each exam, the physician recorded the date, time and, observations made during the exam regarding heart function, organ size, lung abnormalities and other examined components. The cards were then manually assembled and tracked. If the cards were forgotten, the information from the day's studies was sometimes not recorded.

Now, physicians simply use the FileMaker Go for iPhone app to access an IMBUS tracking application hosted by FileMaker Server software. Because most of the hospital's physicians also use iPhone as a pager, it is always handy. And with a few taps, they can record the results of each exam, which are sent wirelessly to the FileMaker Server via Abbott Northwestern's campus-wide network.

"We considered Microsoft Access and a set of Excel spreadsheets, but that approach was not nearly as intuitive or scalable," says Tierney. "FileMaker offered very easy integration with the iPhone. Also, we previously had good experience with FileMaker for our physical exam database in the residency program. Based on that success, we felt FileMaker was the best choice for IMBUS."

### ***Enabling real-time tracking of ultrasound studies***

The FileMaker solution has transformed IMBUS training. In addition to the exam results from physicians' iPhones, images from the portable ultrasound machines are sent wirelessly to the same server where they can be correlated with the FileMaker database. The FileMaker database assembles totals for each type of exam performed by the physician, as well as a repository of specific exam findings for teaching purposes.


From the FileMaker solution, trainers can analyze whether the bedside ultrasound findings match formal imaging studies that are conducted independently. Most important, trainers can evaluate a trainee's experience and accuracy for each type of ultrasound exam. In addition, physicians can track their own progress using the FileMaker Go app on iPhone.

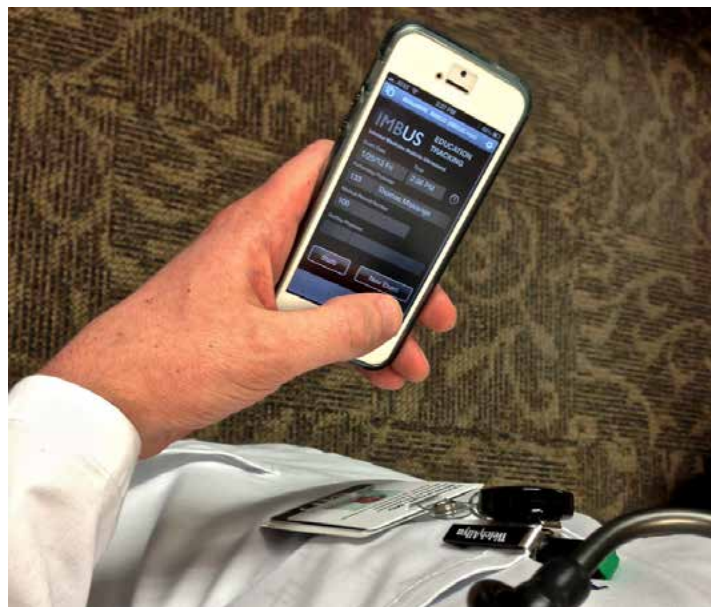
"The mobile component is essential as it allows physicians to enter the ultrasound record at the time of the exam," asserts Tierney. "It's critical to ensuring that studies are entered reliably and immediately. FileMaker is a very robust platform that accommodated everything we needed. And it still leaves plenty of room for future enhancements."

Ultimately, the greatest value of Abbott Northwestern's IMBUS program is the daily impact it's having on patient care. By providing real-time visualization right at the patient's bedside, portable ultrasound is a powerful tool for diagnosis, efficient treatment, and an excellent way to advance the overall quality of the traditional physical exam.

Says Tierney, "In the end, it is all about taking the best possible care of patients using the tools we have available. If ultrasound can fit in our little black bag, it is wrong for it not to be there. FileMaker is helping us make bedside ultrasound part of our standard tool set."

"We considered Microsoft Access and a set of Excel spreadsheets, but that approach was not nearly as intuitive or scalable," says Tierney. "FileMaker offered very easy integration with iPhone. Also, we previously had good experience with FileMaker for our physical exam database in the residency program. Based on that success, we felt FileMaker was the best choice for IMBUS."

—Dr. David Tierney, director of IMBUS Program, Abbott Northwestern Hospital's Internal Medicine Residency Program. 





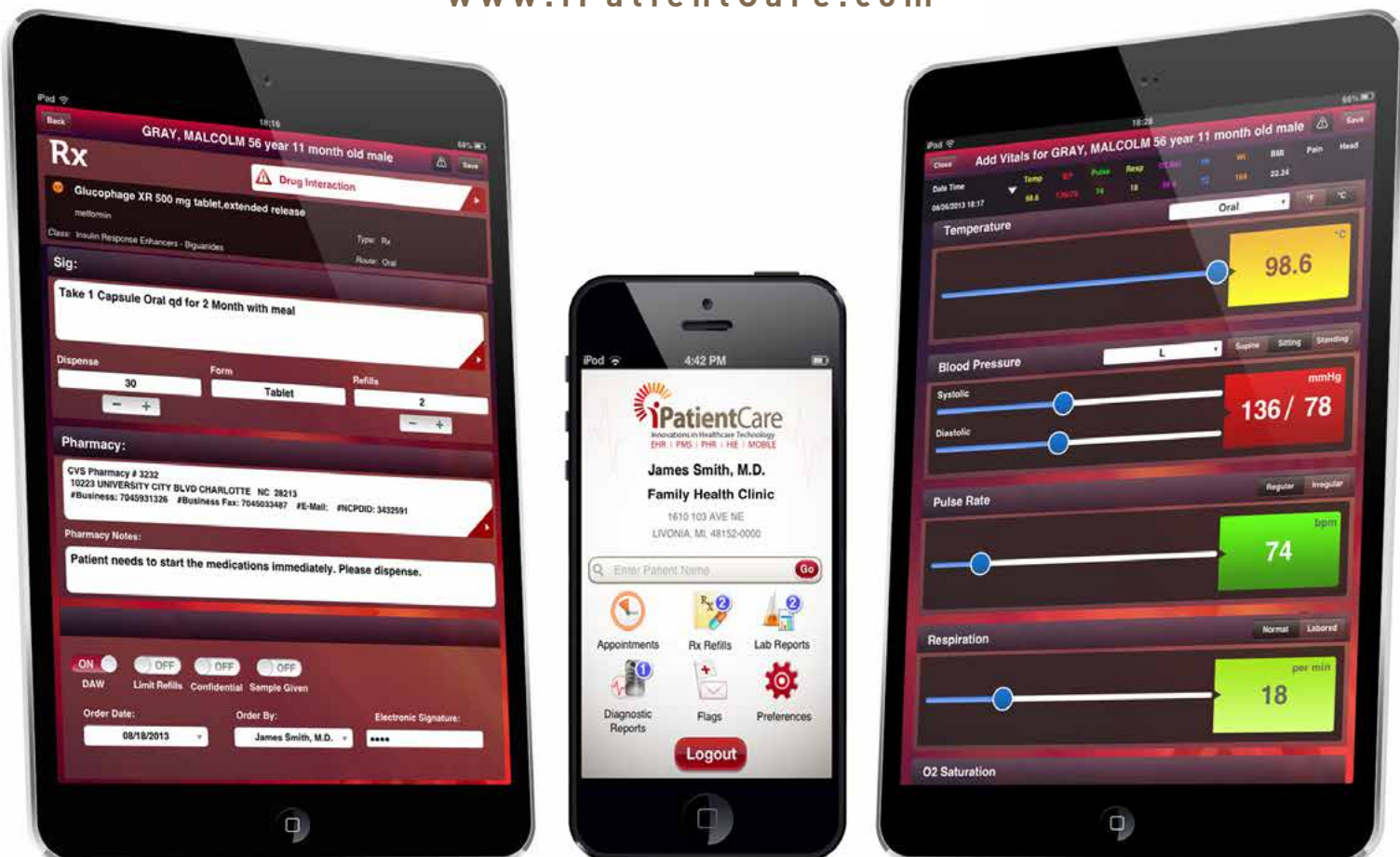


# iPatientCare<sup>TM</sup> 10.8

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**Capable of providing healthcare solutions** for EHRs, practice management, health information exchange, patient portals/personal health records and more, iPatientCare offers an impressive and comprehensive list service possibilities. It was recently ranked 12th best EHR software out of the top 20 contenders (<http://www.capterra.com/infographics/top-ehr-software#.Uh5IXOAhlcO>), a designation that pleased the folks at iPatientCare no end.

“The uniqueness of iPatientCare has been its steady, robust growth with the least customer attrition rate heard in this industry,” says Pranav Patel, General Manager, Marketing/Sales, iPatientCare, Inc. “Of course, the product is extremely easy-to-use at the point-of-care, especially using an iPad, the implementation/training and post-implementation support contribute to iPatientCare’s outstanding reviews in surveys, such as that conducted by Capterra.”

iPatientCare’s EHR allows for customization and personalization features for each user. The layout and structure of the documentation used in the practice can be adapted for use. Users can build their own templates, protocols and orders.

With iPatientCare’s Practice Management System, the user can schedule appointments, prepare invoices, submit claims, take a patient’s photo, scan insurance cards and driver’s licenses. It can even take the patient’s signature in situations in which authorizations are required.

Patel believes good ol’-fashioned word of mouth is the secret to iPatientCare’s continuing success.

“Our quiet growth has been possible because of our own users referring iPatientCare to their colleagues and also due to our aggressive effort in converting data from existing EHR solutions to iPatientCare when customers switch to iPatientCare from other solutions,” says Patel. “Customers understand the simple fact that of why settle for anything less than one of the most popular EHR solution, given the features/functionality, competitive pricing points, and extremely cooperative professionals to help and support on almost on 24x7 basis? iPatientCare has made an entry to top 20 list directly at 12th position and with focused efforts our goal is to be part of top 5-10 EHR’s in the industry by next year.”



## ➔ iOS Compatible Portable and Desktop Printing Solutions for the Payment Processing Industry

Revolutionary portable Bluetooth printers compatible with all operating systems (iOS, Android™, Windows®) including devices such as the Apple iPad®, iPhone® and iPod touch®. Compatibility with iOS is a result of Apple Inc.'s MFi certification of the SM-S220i portable printer and TSP650II BTi desktop printer.

Star offers mobility to POS whether fixed terminals or mobile printing solutions are used. From simple integration of iOS devices with fixed POS terminals in retail or hospitality applications to mobile printing solutions for deliveries, restaurant / café table service, event ticketing and mobile payments.

### SM-S220i 2" Portable Bluetooth Printer

- 2" / 58mm Portable Printer
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- 33% longer battery life
- Bluetooth SPP / Serial Connections Available
- Backlit LCD Display
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### TSP650II BTi Desktop Bluetooth Printer

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- Bluetooth SPP / Serial Connections Available
- Includes Installation CD with Full Driver Suite and Configuration Utility
- Apple MFi Certified – Pairs with all Bluetooth SPP devices as well as iPad®, iPhone® and iPod touch®



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Electronic medical records related to vascular access never actually reside on the iPad, but rather, are securely stored in the centralized FileMaker Server database, assuring all patient privacy regulations – including consent and compliance standards – are complied with.

With the affordability of the iPad, a highly extensible architecture that can scale as simply as training and equipping more nurses with iPads and FileMaker Go, and the ubiquity of 3G connectivity (independent of Wi-Fi networks) this innovative FileMaker Go solution empowers Lee Medical to differentiate itself in a complex and competitive medical environment.

The central database resides on FileMaker Server software and securely connects, in real time, with a huge array of complex legacy systems across multiple medical facilities. It updates catheter inventory, populates highly structured billing screens and generates invoices instantly. Clinicians can review patient data within minutes of the procedure from any location via 3G or Wi-Fi. In addition to the clinical benefits this system delivers, it helps streamline Lee Medical's business model. Back-end data interfaces seamlessly with previously siloed layers of administrative and operational information at care facilities. Timely, proactive handling of complex billing procedures keeps revenue streams unobstructed. The FileMaker Go solution will easily scale to meet the demands of a company that is growing rapidly.

"It's the continuity of information about each device and patient as they move from facility to facility. The ability to monitor specific risk factors empowers our nurses in the prevention of infection. Instead of removing the catheter and reinserting a new one every time a patient moves from one facility to another, we can reduce infections by providing continuity of care coupled with the constant surveillance provided by VAST®. That's often a big factor in preventing infection," says Michele. "And the information about each patient and device is stored and available indefinitely in FileMaker Pro Server.

### **Fast, Cost-effective development**


Replacing a former laptop-based solution, the iPad solution was built by technology partner iSolutions at a fraction the cost and time of traditional programming techniques. The first day FileMaker Go appeared in the App Store, Charles downloaded it and started tweaking code. "Within hours, I pulled up a prototype of our new solution," he says. Within two weeks, the VAST® application was basically operational on the iPad.

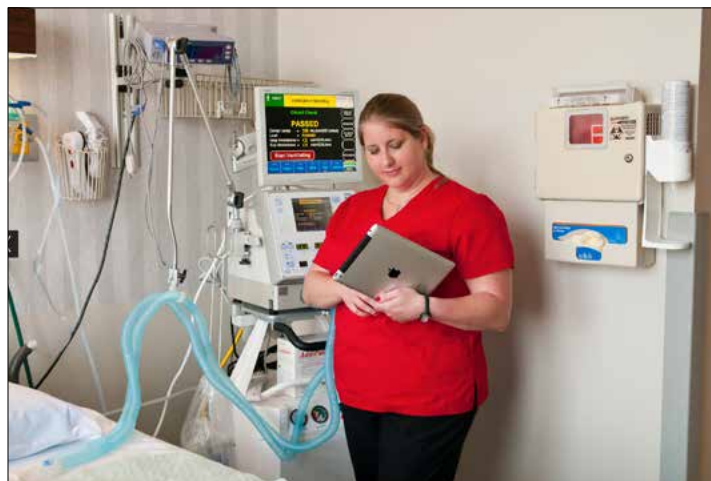
### **Future Innovation**

Charles Lee, Chief Executive Officer, and Michele Lee are convinced that their firm is positioned for further innovation, expansion, and success. "Developing this FileMaker Go solution for the iPad is absolutely the least expensive, most effective way to stay ahead of the technical curve in the rapidly changing and complex world of medicine," Charles says. "Healthcare executives are amazed that a small company like ours has come forth with such a game-changing product."

"FileMaker's knack for innovation keeps us thinking that we've not yet taken the process of vascular access management as far as it can go," says Michele. "By running FileMaker Go for iPad, we have been able to achieve a dramatic breakthrough in the use of an Electronic Medical Record that reaches across the continuum of care and reduces recidivism. The end result is a much needed value proposition for healthcare: improved quality at reduced costs."

*"By running FileMaker Go for iPad, we have been able to achieve a dramatic breakthrough in the use of an Electronic Medical Record that reaches across the continuum of care and reduces recidivism. The end result is a much needed value proposition for healthcare: improved quality at reduced costs."*

—Michele Lee, President, Lee Medical 

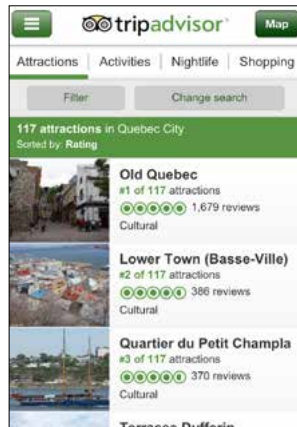




# Easier Traveling With Apps

**Michael Loewenberg**  
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<http://blogmeshbiz.com>

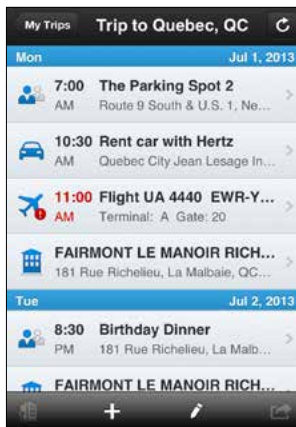
**My wife Debbie and I recently took a trip** to Québec City - we live in New York - and we made heavy use of my iPhone and iPad before and during our trip. I thought I would tell you about the apps I used to make our travel preparations easier and the trip itself less stressful and more fun. In almost all cases, the apps run on both my iPhone and iPad and I was able to use my iDevices interchangeably.



One of the first apps we used a few months earlier when we were planning the trip was TripAdvisor. TripAdvisor is a great resource when looking for hotels, restaurants and things to do because it includes real user ratings and, when appropriate, responses from management. We used TripAdvisor to make our decisions on hotels and the walking tour we took in Québec City.

We decided to fly instead of driving 8 hours and used the United app to understand costs and schedules. The Seat Guru app showed the seating layout on our selected flights and helped us to choose wisely. After we booked our flight, the scheduled departure changed and I used the Flight Tracker component of the Kayak app to monitor any last minute changes to the schedule. And when we got to the airport, we used the mobile boarding pass in the United app to get through security and board the plane; on the trip home, we used the mobile boarding pass in the Passbook app (I wanted to see how that worked).

I'm a huge fan of WorldMate, the full function travel app. It automatically builds my itinerary when I forward my confirming emails to them and synchronizes with all of my devices and computers. It lets me email our itinerary to those who need to know where we are and helps with currency conversions, weather and other pertinent travel details.



When we landed in Québec City, I needed a car to drive to Charlevoix and I had used the Hertz app to make the reservation. It worked perfectly. Hertz gave me a car with their NeverLost navigation system but I found it too cumbersome to use. So I fired up Google Maps on my iPhone and let it guide us using spoken turn by turn directions. Google Maps handled the Canadian roads flawlessly, even when we added a side trip to Île d'Orléans and ran into road closures in the lovely Baie-Saint-Paul.

Of course we stayed in touch with our social network, using apps like Facebook, Instagram, Twitter, and Whatsapp. Our hotels had wifi so it was easy and free to stay connected. I tweeted a photo of a delicious beer I was drinking at the Fairmont Le Manoir Richelieu in Charlevoix and the social media person at the Hotel retweeted me!

I design and implement websites and one of my clients needed a change made to his restaurant site for the July 4th holiday. I used Wordpress to build <http://americanburrito.com> and used the iPad Wordpress app to make his requested content change from my hotel room.

When we were in Québec City, we walked a lot. We used Google Maps and the Québec app to find our way around. The Weather Channel app came in handy (it rained once) and we were able to do more local research with the Yelp app.

During our stay in Québec City, it was Canada Day, often referred to as Canada's Birthday, and they shot off fireworks over the St Lawrence River. We watched from the boardwalk and I used the MoviePro app to shoot hi-def video of the fireworks show over Québec City Harbor. For still pictures, I used the ProCamera app.

The clock didn't work in one of our hotel rooms so I used the Nightstand app while the iPad was plugged in so I could see the clock during the night.

The Chrome browser app syncs my browser sessions across devices so I could look up information on my iPad in the room and pick up the session on my iPhone when we were out in the City.

Waiting time is part of traveling and I used my iPad to read using the New York Times app and the Kindle app.

So there you have it: a selection of apps to help make your travel experiences better! Until next month...!



SMB



**Michael Loewenberg** is the president of MESH Business Solutions, Inc., located in New City, New York. MESH builds ecommerce websites and helps small businesses manage their technology infrastructure. Michael writes a Technical Blog that teaches people to be more effective with their technology tools - <http://blogmeshbiz.com> You can contact him at [mike@meshbiz.com](mailto:mike@meshbiz.com)



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# Ottawa Model for Smoking Cessation

**The Ottawa Model for Smoking Cessation** is helping more people to quit smoking through coordinated, cross-agency assessment, treatment, and follow-up using a custom FileMaker solution. Ottawa Model for Smoking Cessation helps more people kick the habit by using iPad solution built with the FileMaker Platform. Pioneering program streamlines assessment, treatment and follow-up to achieve high smoking cessation rates.

Health problems associated with smoking affect millions of people every year. For more than a decade, the Ottawa Model for Smoking Cessation (OMSC) has been providing admitted patients at the University of Ottawa Heart Institute with a way to stop smoking and avoid certain health risks.

The OMSC systematically identifies smokers seen in clinical practice, providing consultation, treatment and follow-up to wean them off cigarettes. The program has also helped more than 140 other healthcare organizations across Canada implement the model, entering approximately 23,000 smokers into the program each year.

To achieve the best outcomes possible, the OMSC gathers information from patients at their bedside while in the hospital, offers a personalized smoking cessation regimen and tracks their progress after they go home. Streamlining this whole process is a custom database solution running on iPads and built using the FileMaker Platform.

Bob Reid, director of the Ottawa Model for Smoking Cessation, explains, "FileMaker provides a very efficient way to register patients for both follow-up counseling and to receive cost-free medication, all in one place at one time. The consolidation of registration information is enabling us to deliver a more seamless patient experience that ultimately leads to better success rates."

## Secure, low-cost mobile solution

When the OMSC was first launched, consultations were completed on paper forms, and the information was entered manually into a central database. This process required a lot of extra time and made it difficult for staff to keep up with the number of patients being processed. In addition, manual data entry introduced greater risk of error.

The iPad offered a major opportunity to transform the consultation process. Although the FileMaker Platform was not already deployed in OMSC, the power, flexibility, and simplicity for creating custom iOS solutions made it an easy choice.

To implement the OMSC solution the organization turned to Ottawa FileMaker developer, BaseMetrics. In just two months, BaseMetrics delivered a secure, low-cost mobile solution that enables multiple OMSC partners to access patient records regardless of their location. In order to make it easy for mobile workers to access the information the FileMaker solution is hosted at Direct Impact, a Montreal-based firm. Now nurses and administrative staff can access the information they need from iPads simply by running the free FileMaker Go client app on their iPads.

"Our experience working with BaseMetrics was excellent," says Kerri-Anne Mullen, manager of the OMSC. "Their processes for developing the application were thorough and thoughtful. They spent time understanding our program and protocols from the nurse specialists and encouraged plenty of feedback. We were pleased with how quickly they could deliver a solution that met our needs and one that didn't require a lot of technical support from our IT staff."

Security was another major consideration. "We are always concerned about security and privacy issues when dealing with personal health information," notes Reid. "The solution meets all our security and privacy stan-

dards, particularly since information is stored on the secure server, not on the iPads."

## Better patient service through collaboration

With access to the FileMaker solution directly on their iPads, nurses can gather information about a patient's smoking history at bedside and automatically save it to the central server. Clinical and administrative staff can access the system and in real time carry out the program and respond to individual patient needs.

Data in the hosted FileMaker solution is securely transferred to OMSC's automated follow-up system, which is monitored by nurse specialists at the Ottawa Heart Institute and the Canadian Cancer Society's Smokers' Helpline. Data is also sent to the "STOP" program at the Centre for Addiction and Mental Health (CAMH) in Toronto, which sends patients free nicotine replacement therapy, an effective quit smoking pharmacotherapy, directly to their homes. Using their iPads, staff at CAMH then update the central patient record when the therapy is mailed, so OMSC counselors can reference this information when following up with patients.

This collaborative system provides the many different agencies involved in the program with one central repository of information, enabling a more coordinated approach to helping smokers quit. And the results have been impressive.

During the pilot study, patient recruitment rates increased by nearly 13 percent upon applying the FileMaker solution, and the completion of follow-up calls improved by about 15 percent. The program achieved one-month cessation rates of 34.8 percent, significantly higher than rates of less than 5% experienced when smokers try to quit on their own.

In addition, the nurses and staff using the FileMaker solution have benefited. For many, this was the first time they were able to access "live" patient records, saving time and facilitating cross-program communications and collaboration. This has resulted in more timely delivery of services to patients, both in the hospital and after they are discharged. One staff member said, "Automatic referral gives the patients a necessary continuum of care as they transition home following a hospital stay."

Over time, iPads and the FileMaker solution are likely to replace paper charting altogether. As Reid says, "What we're doing today with FileMaker and iPads is the way of the future in healthcare. It is a powerful way to increase the accuracy of patient data, share information, deliver better service to patients and, most important, help more people to quit smoking."

*"FileMaker provides a very efficient way to register patients for both follow up counseling and to receive cost-free medication, all in one place at one time. The consolidation of registration information is enabling us to deliver a more seamless patient experience that ultimately leads to better success rates."*

—Bob Reid, Director of Ottawa Model for Smoking Cessation, University of Ottawa Heart Institute





# Increase Your App Rating, One Mobile Test at a Time

Josh Galde

@Devanywhere.

**There's nothing worse than taking** the time to develop your mobile app for release, only to discover that it is not loading, has bugs, or even worse - crashes. The result of these failures in a mobile-centric, get-it-now world can be catastrophic to an enterprise' mobile business. Developing mobile apps is extremely expensive and quality is often sidestepped due to the focus on getting your mobile app to market first. Without testing, your app could easily be the victim of poor reviews and a bad user experience.

The mobile app market hit 13.4 billion downloads in Q1 of 2013. With popular belief that an app with better ratings is more successful in the long run, skipping critical steps like testing could be the difference between a 1 star and 5 star rating in the app store.



## Testing for variables

During development, it is important to consider the varying factors that will apply to your target audiences when they are ready to use your app. For the best understanding of the functionality and feel of your mobile app there are several key factors to keep in mind while testing your mobile app including; devices type, OS's, screen size/hardware and connectivity.

## Device Diversity

While it seems that testing on the most popular devices should be standard, it isn't. It is crucial to address the diversity of the devices' software, multiple OS's (Android, iOS, Windows Mobile, BlackBerry etc.) and different versions within each, and in Androids case, the various device manufacturers. To compound this, consumers of mobile products don't consume applications in a uniform way. When asked what types of mobile technologies they are using to deliver their products (web, native, or hybrid), most customers answer "all of the above". In these cases, a strong quality assurance strategy should include the ability to understand and support mobile across all of these technologies.

## Hardware Diversity

The reality is, with the growing presence of hardware diversity, you should run your mobile application through several tests to ensure that it functions and appears as it should, regardless of screen resolution or available controls. In many cases, customers testing mobile applications across different handsets often identify bugs that occur in the device, rather than identifying bugs in the application itself. That is why it is important to test across several devices, ensuring that your mobile product works across the many smartphone and tablet configurations that exist in the market today.

## Connectivity Diversity

Another complexity for your mobile application is connectivity. Unfortunately, your application has to contend with everything a traditional networked product does (such as functionality, memory usage, and power usage), with an added difficulty of an "Over-the-Air" (OTA) connection. Understanding how unpredictable wireless is, you may have no control over connectivity. Therefore, you need to take OTA performance into account with graceful failover procedures or with smaller downloads that are less likely to fail over a slow connection. In all cases, you want to avoid download abandonment, especially where the download speed may be too slow to stomach for the customer. Overall, the complexities of testing your mobile product comes down to the devices and having the appropriate tools to support testing efforts are necessary to assure quality despite these diversities.

## Security

With BYOD (Bring Your Own Device) becoming increasingly prevalent, a major concern for enterprise organizations is mobile application security. Whether it means a secure environment for their remote workforce to function, (for example, leveraging ERP apps) or a consumer environment (such as a bank ensuring login and logout protocols are in place and functioning); security is critical and can make or break the success of the user experience. While PC's have suffered malware issues for years, from major attacks to spam, etc, malware has only recently been spilling into the mobile space. Caleb Sima of CMS Wire says, "At this point it is largely Android-specific nuisance-ware linked to SMS toll scams. Once you dig deeper into the details of many of these "reports" you can see that the malware issues are largely found outside of the U.S. and affecting people downloading apps from third-party stores, NOT in the Google Play Store."

As companies continue to adopt the BYOD approach in the enterprise, mobile malware will become a much larger threat, not just to the success of the application but also to the company opening itself up to a new channel of threats and exposure.

## Determining your Testing Strategy

With so many factors to consider, it is important to have an effective mobile application testing strategy that uses real devices while leveraging manual testing, automated testing, and continuous monitoring.

continued on page 37

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**Josh** brings to Keynote's DeviceAnywhere platform more than 13 years of experience in the wireless industry, having worked for companies ranging in size from startups to multinational corporations. He spent more than three years managing marketing functions of wireless infrastructure for Alcatel Lucent as well as corporate marketing function for WebOS (formerly Palm) with 3Com Corporation. He has experience managing all aspects of marketing from brand awareness to web development to lead generation and social media. Josh holds a BA in Professional Studies and a minor in Business from Bethany University.

# Help! I have a PC at the Office and a MAC at home! A Beginners Guide

**Dave Park**  
dave@xcel.on.ca

## Design



**Dave Park** has been an avid computer hobbyist for over 30 years. For the past 10 years he has been selling all the greatest computer products to retailers all over the world with Xcel Source Corp. Contact him at 1-905-564-9235 ext. 205 or [dave@xcel.on.ca](mailto:dave@xcel.on.ca)

Many office workers have a company supplied a PC while they have a MAC at home. One of the biggest problems with this is transferring files between the two computers.

There are primitive ways, such as emailing yourself attachments, using a USB memory stick, over even carting an external hard drive to the office and back. For most users you can use Dropbox a simple tool that synchronizes files between multiple devices.

Dropbox creates a special directory or folder on all the connected computers that each computer can access. You can download it at [www.dropbox.com](http://www.dropbox.com) and create a free account that easily lets you share files between your home computer and your work computer. There is also an iOS version of Dropbox, so you can access your files almost anywhere. Dropbox is free but there is also a paid version that allows you to use even more than the 2 GB of storage space provided.

If you need to access your work server and don't own a copy of Microsoft Office, you can download a free copy of the Remote desktop Tool from Microsoft. It is included free with Microsoft Office, but not everyone has Microsoft Office at home. You can download it here: <http://www.microsoft.com/mac/remote-desktop-client>

You may have to ask someone in your company IT depart-

ment the proper URL address or IP address to connect to but once you are connected you can work with almost all the functions of your work computer.

Also if you do not have Microsoft Office, Apple's iWork applications such as Pages and Numbers can automatically import files in Microsoft Office file formats and then once you have made changes save them again in Microsoft Office compatible files. Pages handles the modern Microsoft .DOCX and .XLSX versions of files with ease. The individual component programs of iWork are available through the MAC App store. You can also have them preinstalled on your MAC when buying your computer through the apple online store.

Evernote is a virtual clipboard style tool. You can save web pages, emails, and notes, to do lists, just about any kind of digital information into Evernote. Once it has been saved your Evernote files are available on any computer or iOS device through the Evernote application. Once your document is stored in Evernote it becomes searchable using the Evernote application making it easy to find the information you are looking for. It is available for download at [www.evernote.com](http://www.evernote.com) as well as through the MAC App store.

A word of caution for downloading applications to your work PC, some company IT departments do not allow employees to download any of their own software, or prefer to approve and install it for them. ⚠



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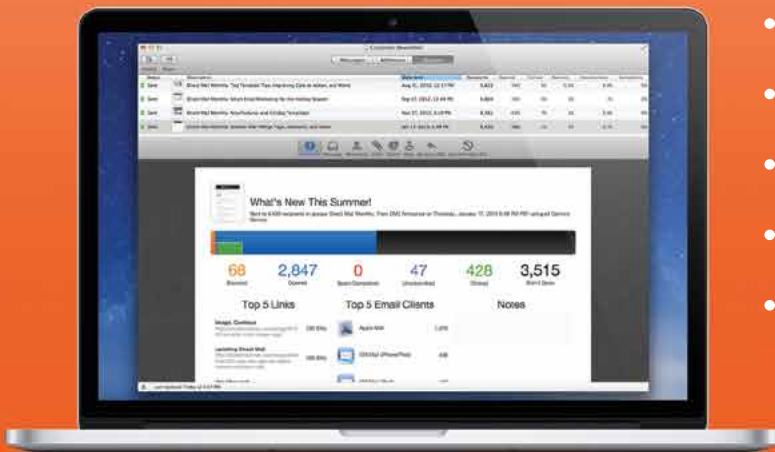




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A stage setup for a live seminar. In the foreground, a black podium stands on the left. Behind it, several large screens display company logos: Microsoft, Google, CellSell, Samsung, Alliance Corporation, CSECO, and redline communications. The background is a large wall of windows with a colorful, abstract light pattern in shades of red, orange, and yellow. The text "Engage in Live Seminars with the World's Most Innovative Companies." is overlaid at the top, and "Live from Toronto this September 25 & 26, 2013" is overlaid at the bottom right.

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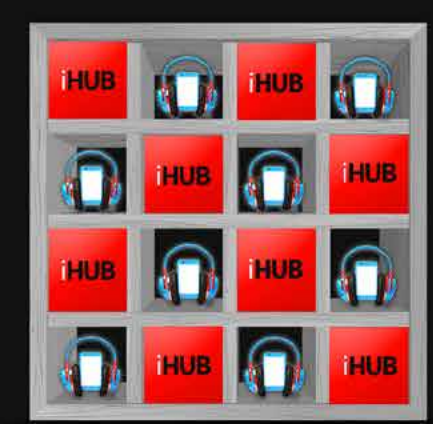


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# Forget Relationship Management Focus on Relationship Health

Michael Muhney  
viporbit.com

**Despite all of the technology that has emerged**, especially in the last five years, little has actually changed in regards to our interactions with customers. Before you leap to disagree, take a look around and observe not only the market in general but your own business. In fact, don't just observe. Answer the following questions to better gauge how things have or have not changed:

- Are in-person meetings less important than they used to be?
- Are actual phone conversations less important than before?
- Do you have the same level of personal interaction, regardless of method, than you did five years ago?
- If so, is that personal interaction with more or fewer customers than before?
- Overall, are your relationships more or less meaningful than they once were?
- Have you prioritized the quantity of your customer relationships over quality?

These are not insignificant questions to ask. One thing certainly has changed in the last five years; customers have more means than ever before to make an impact on your reputation. Therefore, as the personal audience of each customer has grown, the importance of how you develop relationships with them has intensified. Is that really important? What is at risk here, after all, is the difference between the illusions of your customer relationships versus your real customer relationships.

Let me pose another question: If marketing efforts focus on interacting with customers and potential customers and sales efforts focus on engaging those customers and potential customers, and you had to choose only one to employ, would you choose 100% marketing or 100% sales? With the tools so widely available today, it's relatively easy and affordable to broadcast marketing messag-

es. But what does it accomplish if your messages aren't resulting in customer engagement? In reality, it's not an either-or proposition. We really need both interaction and engagement. And the scale needs to be kept in balance. Finding that balance requires an overlooked dimension that I call Relationship Health. After all, neither interaction or engagement results in sustainability if the relationships aren't healthy to begin with.

From magazines to self-help books, blogs to newsletters, so much of today's business conversation is devoted to the universal topic of "managing" relationships. But when was the last time you actually concentrated your time, energy, and effort to the health of your customer relationships? If you're like most of the professionals I meet, it's probably been longer than you'd like to admit.

In truth, none of us are really able to manage any relationship. By default, that entire perspective would indicate that you are able to impose something on someone else, regardless of whether or not it was voluntarily or involuntarily received by the other person. Maybe one can manage those whom they formally supervise, but aside from that, is it realistic to apply the term manage to other relationships? What about relationships with customers? I would argue not. However, we can apply the management effort to ourselves. We can manage our own time, our own thoughts, and our own actions. And, in doing so as all of that applies to the customer we should then be better able to focus on what really matters between us the sellers and them the customers or the buyers. In essence, we can focus on the health of the relationship.

How is health measured? What is the prescription for a healthy customer relationship? Nothing beats time, attention, and authenticity in an effort to develop and maintain customer relationship health. There is no harm in using all of the available tools to assist in this process, but the most important thing is to maintain the right focus, on relationship health. In the process you'll avoid an imbalance between interaction and engagement. With that balance in place, you'll find your relationships are not only healthy but they are mutually beneficial. 🍏

SMB



**Mike Muhney** is the co-inventor of ACT!, is now the CEO & co-founder of VIPorbit Software, creators of VIPorbit mobile relationship management apps for iPhone, iPad and Mac. [viporbit.com](http://viporbit.com)



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### Rx for iPad [free]

Whether you're a hypochondriac layman with a simple nosebleed or a seasoned professional in an office or hospital setting, there's a wide range of apps for all of your health-based needs. Epocrates, Inc. is recognized for developing the #1 medical application among U.S. physicians for clinical content, practice tools, and health industry engagement at the point of care. Epocrates has established a loyal network of more than one million health care professionals, including 50 percent of U.S. physicians, who routinely use its intuitive solutions to help streamline workflow and improve patient care.

Rx for iPad is a thorough drug reference guide for brand names, generics and OTCs. With it, users can determine dosing, pricing, possible adverse reactions and DEA/FDA status. Other features include:

- "Mobile Sample Closet": With this feature, users can contact (participating) pharma companies to request product samples and literature
- The "App Directory" feature lets you search for reference materials, anatomy atlases, calculators and dosing tools
- "Pill ID": Drugs can be identified through colour and shape. A simple tap on the screen enlarges the image for easier identification

The "Pill ID" feature certainly came in handy for Epocrates user Chip Lange, during a transatlantic flight.

I had a mother and daughter sitting in the seats directly in front of me. Several hours into the flight both of them began showing signs of an overdose including convulsions. As a firefighter and EMT, I began to assess them and



another passenger noted that they had taken some medication earlier in the flight. With the help of the flight attendants, we found several different types of tablets in an unmarked medication bottle. The flight attendants contacted the cockpit explaining the situation. The pilot needed to know if they had to make an emergency landing in Greenland for more definitive care. Luckily, I had recently bought a smartphone and had installed Epocrates. Within minutes, I used Pill ID to find out what each of the medications were. Sure enough, the mother and daughter had mixed a series of medications that could cause these symptoms, which were not long term or serious. A surgical resident who had been sitting in front of the duo approached us in the back galley and agreed that they only needed observation. After a few tense hours of monitoring the patients, the coast was clear and the problem was fully resolved. Had it not been for Epocrates with the Pill ID feature, the plane's trip to London would have been delayed and this story could have been a lot different. "

For more information on Epocrates' Rx for iPad, visit [www.epocrates.com](http://www.epocrates.com)

**dr. chrono** [www.drchrono.com](http://www.drchrono.com)

**iPad EHR** [ranges from Free -- \$449.99]

The prospect of filling out endless forms on a clipboard used to be a tedious byproduct of seeing the doctor. Dr. Chrono, patients create their own electronic health records (EHR) at the touch of an iPad screen. From the same profile, the doctor can call up records of past appointments and input any new information gleaned from the current visit. The entire experience of seeing a doctor, from filling out personal history, taking clinical pictures, to inputting vitals – even scheduling your next appointment – can all be done on an iPad.

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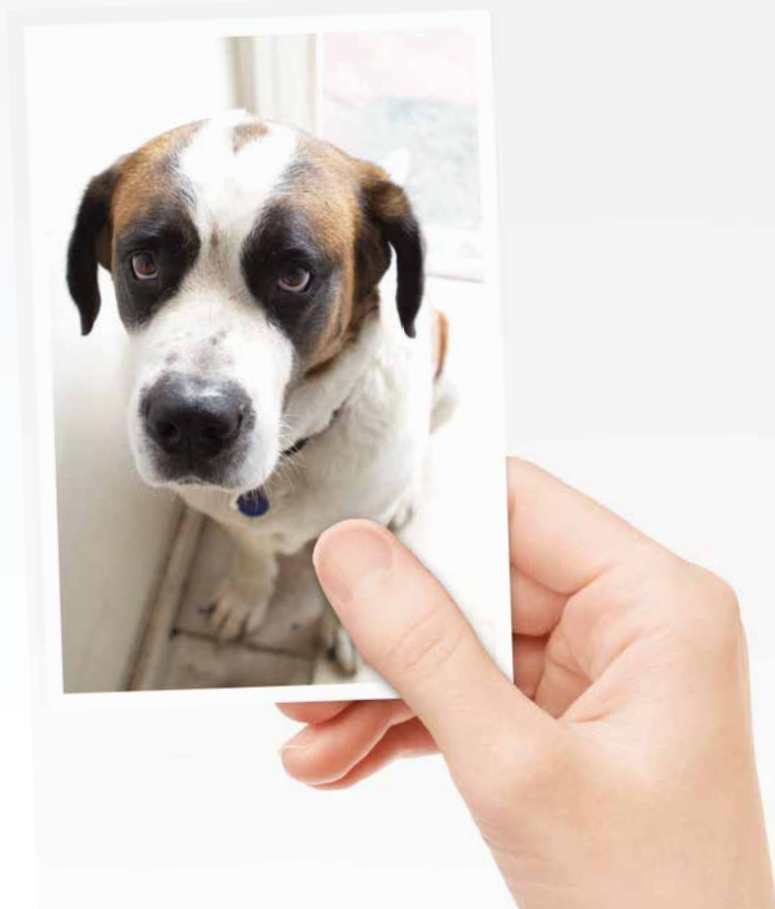


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# Apple in the Retail Space

**Steve Howe**

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**For years Apple gained strong momentum** in the retail space, thanks to the good looks, culture and increasing number of cross platform or web based applications that allow retailers to not only look the part but use a robust system. Fast forward and today we see this adoption rapidly overflowing to iOS devices, its a natural progression, the user experience and versatility of iPads enable businesses to offer a more intimate and meaningful experience to their clients. Staff are no longer restricted to the confines of the counter instead they can operate freely either at a modern iMac come point of sale terminal or mingle with clients armed with an iPad looking up stock, or taking customers through a portfolio of alternative products or purchasing options, they can do this on one single device. This process creates a seamless flow from the initial engagement through to payment, the entire conversation can be performed effortlessly. While having obvious benefits to the business it also offers a unique and distinct service that separates them from the competition.

Apple themselves championed this from the very outset in their own retail stores, today companies of all sizes, from small boutiques through to large international concerns are embracing the benefits that iOS devices and Apple computers can bring to their business. With Apple devices becoming the underpinning success of the modern sales process through to being information outlets such as interactive product stands or wall mounted devices offering interactive demonstrations or offering customers the ability to lookup products options and availability and in some cases even ordering one ready for collection at the till!

There are many solutions available to you when selecting a setup to suit your requirements, and there is a lot to consider from the actual device, purpose and process through to the infrastructure needed to support your devices. But it doesn't have to be complicated, I feel its important to simplify this for my clients, so whoever you are working with, make sure they understand your business and what you want to achieve. Will they speak to your existing suppliers and find out what existing resources and options you may have before looking at new products or services. This is important because in my experience this can further simplify the process whilst strengthening the relationship and understanding with you and between your suppliers.

When dealing with businesses I like to present them with some options and outline clearly the benefits or considerations of each one, not too many though the job of your technology partner or IT service provider is to fine tune the final options for you, that way you are left with either one easy informed decision or at most a couple of options with a full understanding of them. This in itself can save you an immense amount of time and money, freeing you to concentrate on your business.

Technology today offers business with retail presence many valuable services that give them a further insight into their business and the footfall of clients in their stores. The lines between the traditional retail only solutions and I.T are rapidly blurring. A good example of this is a recent project I worked on with a client to offer them wireless solution that gave them secure POS services along with guest WiFi

services, the client had both retail and hospitality presence, they wanted to refresh there front of house by implementing iMacs in client facing areas, along with iPads to staff serving clients, but keep windows based PCs behind the scenes in the offices. Another key element was wireless they wanted to rapidly deploy a solution with expensive cabling costs but also offer guest WiFi services, during the project the client had been enquiring about a way of measuring customer retention, visits and behavior in their shop and café. The wireless solution we recommended to them came with location presence engagement analytics enabling them to see some very useful information such as how many unique visitors and returning visitors were frequenting their store or café.

This is just one example of how technology can benefit your enterprise in a way that traditionally you may not have considered. With all of these advances in technology and the increasing accessibility to it at lower costs I find that small to medium businesses are in a unique position over the larger competition, where you have access to, and the flexibility to put solutions in place within your retail estates that give you an immediate and distinct advantage over the competition but also give you a measure ROI.

There is some food for thought here, and it's an exciting time for small to medium retailers, the challenges of the increase in online shopping which provide larger or more heavily discounted options mean that when the retail shop loyalists come visiting you to part with their money, you will want to give them an experience they will appreciate and want to enjoy time and time again, something they will tell their friends about, something that online stores can't offer them. Larger stores are often heavily invested in an expensive or bespoke solution that is often extremely dated, they will find it hard to adopt the the cutting edge solutions unlike you, if you are flexible and understand your business and the technology in it, you have the advantage to quickly adapt and implement these services.

## Feature



Steve Howe is a Technical Business Consultant, working for a BTA Ltd [www.bta.com](http://www.bta.com), a Managed IT Service Provider in the United Kingdom. Working on consultancy & professional I.T services across the globe. Specialist areas of interest include cloud services, virtualisation, cross platform integration and data protection.

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### Real vs. Emulated Device Testing

Depending on your application, you will have to assess whether testing on an emulated device or real device is the best option. Many times it is not an either/or decision and the best choice is both. Emulators offer the less expensive testing option, but they have many limitations for mobile testing and may not give an accurate depiction of the mobile user experience.

Testing on real devices gives the tester full functionality of the mobile device. While device types may be more limited than the emulated devices, testers should be able to have access to the real processor and hardware to understand the quirks that some real device have. Without this ability, users may not discover real life issues that device differences would present in a real environment versus in an emulated environment.

### Automated Testing


Automating your mobile testing has two main advantages, increasing efficiency and cost savings. With automated testing, imagine you are able to conduct manual tests with simple scripts and run it repeatedly. You save human resources and money. Automated testing helps QA teams quickly create and test scripts to capture, verify and replay user interactions.

Every second saved by forgoing continuous manual input adds up, thus relieving the stress and resources, enabling testing to be streamlined. Some companies are able to automate most of their mobile testing. Depending on the type of app being tested, at least 80 percent of it can be automated, however, factoring app functionality on different devices and platforms, there is often a need to supplement it with ad hoc manual testing.

### Ensuring the mobile user experience

With new devices coming to market everyday, it is possible that developers can miss details, which is why it is important to be aware of what users are saying. Users are the ones who will experience the app on different devices and need to put up with compatibility issues, bugs and glitches. Before releasing new updates and patches, developers should test them to ensure that the app works all across the board keeping in mind the diversity of devices, software and mobile OS's. Not addressing user comments can cause considerable user backlash and lead to a decline in ratings in the App store.

Leveraging testing throughout the application development process can help you reap the benefits of a positive app rating as soon as you get approved for the app store. While you can't always foresee one hundred percent of the issues that may occur with your mobile app, with continuous testing in place you can manage negative feedback quickly and efficiently, ensuring that the functionality and

overall performance of your app results in positive ratings in the app store. 



**Josh** brings to Keynote's DeviceAnywhere platform more than 13 years of experience in the wireless industry, having worked for companies ranging in size from startups to multinational corporations. He spent more than three years managing marketing functions of wireless infrastructure for Alcatel Lucent as well as corporate marketing function for WebOS (formerly Palm) with 3Com Corporation. He has experience managing all aspects of marketing from brand awareness to web development to lead generation and social media. Josh holds a BA in Professional Studies and a minor in Business from Bethany University.



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### Apple Support in Enterprise

With Apple increasingly becoming a part of almost every business I deal with, sometimes the occasional iPhone or iPad through to larger changes such as replacing workstations with iMacs and BlackBerry's with entire fleets of iPhones, I find it astonishing still that these enterprises still aren't aware that there are support services available to them that give them the same first class support options they used to experience with their Windows counterparts.


Many Managed Services Providers (MSPs) claim they support Apple but drill deeper below the surface and often this is just a check box. Apple devices are not a second class citizen yet so many companies seem to stick with a second class service when they make the adoption in the USA and the UK there are both dedicated Apple and cross platform Managed Service Providers that can offer you a support service that is proactive and first class.

For example we offer our Apple clients the same ability as our windows clients in being able to image a Mac on their premises themselves with minimal fuss or user interaction. At the end of the process the machine is ready to go, all software installed, updated and authenticating user access against either Apple Open Directory or the more popular Window Active Directory services, the ongoing management is covered too, with users able to self install additional software from a self service portal to applications being managed and automatically updated, such as Adobe and Microsoft.


We can even remove applications easily so clients can stay compliant or simply ensure that computers have the right software on. With the increase of Apple usage in the enterprise many companies are under an illusion that these devices are harder to manage or simply cannot be serviced at the same level, and as such fall

into the slow side road of I.T support and servicing rather than the streamlined super efficient highway they used to be on. Whatever anyone tells you, one thing you should expect from your I.T service provider is the same level of service and expertise regardless of the platform you choose to run your business on, be it Windows or Apple.

Managed Services Providers differ from traditional support companies in that they proactively monitor and manage your I.T infrastructure and workstations. It's a different experience and sometimes can appear more costly on the initial face value, but I do encourage you to look round and speak to some of them. Take time to understand what you can gain from one against your traditional experience of break-fix service. Ask the right questions, such as how many staff understand Windows & Mac, how many specialise in either. Do they offer proactive management, deployment, software delivery and software updates for all of your systems? What offer Apple centric managed services do they offer that may be of benefit to you? Such as Mobile device management, online backup, encryption management.

There are many Manage Service Providers around, have a chat with some of them to find out what you might be missing out on, or if you are already with one, still have a look round to see if there are more Apple conscious ones that might provide you with that something extra. 



Steve Howe is a Technical Business Consultant, working for a BTA Ltd [www.bta.com](http://www.bta.com), a Managed IT Service Provider in the United Kingdom. Working on consultancy & professional I.T services across the globe. Specialist areas of interest include cloud services, virtualisation, cross platform integration and data protection. Steve can be contacted by email; [steve@scvle.com](mailto:steve@scvle.com) or  [stevehoweuk](https://twitter.com/stevehoweuk).



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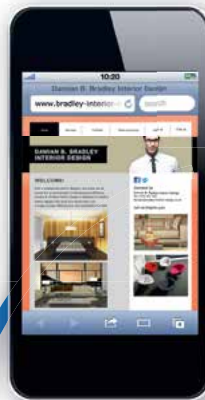


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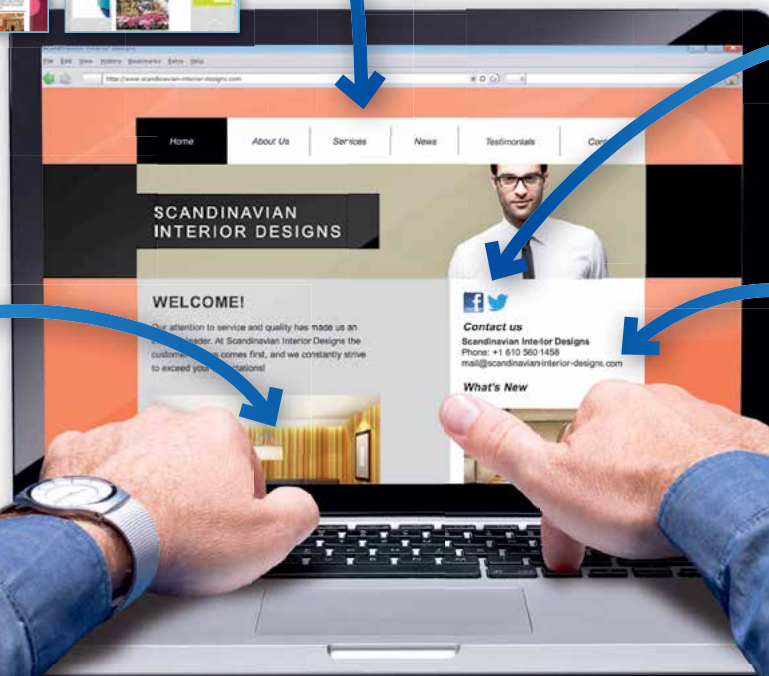
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# Keyboard Cases: Zaggkeys Profolio Plus Gets A Makeover

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*I have used Zagg keyboards for my iPads* starting with the original Zaggmates. The Zaggmates for iPads 1 and 2 were brushed aluminum island-style Bluetooth keyboard/cases with nearly full sized mechanical chiclet keys into which the iPad nested face down to protect the display. The early Zagg keyboards (which are still available, modified for newer iPads) offered no protection for the back of the iPad; the user could add clear or textured backings offered by Zagg or other third party skins.

The subsequent ZaggFolio for iPad 2 had the same-styled but significantly slimmer keyboard integrated into a durable, textured polyurethane-covered plastic case which more closely replicated the iPad-as-laptop experience when open with the iPad anchored in a groove behind the keys. The iPad slipped into the top half of the case and closed over the keyboard for full protection. The keyboard was available in black or white plastic or brushed aluminum and was user-replaceable. It could be slipped out of the case and replaced on its own if it malfunctioned; the case could be separately changed to a new or different colored case or upgraded from polyurethane to leather. This was a convenient and cost-effective alternative to replacing an entire unit. The only downside was the necessity for a flat surface on which to rest the ZaggFolio during use; this model was discontinued by Zagg but can still be found.



The Zaggkeys ProFolio series for iPads 2, 3, and 4 followed and are among Zagg's latest offerings. The ProFolios integrate fixed non-swappable plastic keyboards into polyurethane-covered plastic cases. At first glance Zagg's ProFolios resemble professional notepad covers, belying the iPad inside. The ProFolio Plus adds keyboard backlighting in seven user-interchangeable colors which can be brightened, dimmed, turned off or changed by cycling through a combination of keystrokes until the preferred color or intensity is reached. Keyboard functionality has remained unchanged across the Zagg line and continues to provide an outstanding touch typing experience with comfortable, nicely spaced keys, good travel, a satisfying mechanical click with shortcut and iPad feature keys on the top row.

The ProFolio Plus recently got a makeover for those who miss the leather case and original brushed aluminum keyboard but is also Zagg's most expensive keyboard case at \$159.00. As of this writing it was not available on either the Zagg website or at the Zagg kiosk at a nearby mall. After my Zaggkeys ProFolio keyboard died, I had to quickly replace my out of warranty unit. I depend on my Zagg keyboards for prolonged content entry and found the newest ProFolio Plus quite by accident at Best Buy.

I'd decided to upgrade to the backlit ProFolio Plus so I could work or answer emails in low light conditions when traveling or in Imaging reading rooms at work. At first I was deterred by the higher price of this Zaggkeys ProFolio Plus. However, a closer look at the keyboard before purchase revealed a cou-

ple of features which are important to me.

The black keys are easier to see against the brushed aluminum and, from experience with previous Zagg keyboards, it would stand up to the frequency and intensity with which I use it (my original Zagg keyboards continue to function). My keyboards are subjected to a heavy hand and prolonged use so I prefer metal, when available. The awkward snap closure in the first ZaggFolio was replaced by a magnetized closure built into the front edge of the keyboard which also activates the iPad's sleep/wake feature. A big plus: the magnetized groove anchoring the iPad behind the keys takes advantage of the Apple Smart Cover magnets along the iPad's left edge (viewed in portrait mode) to secure it to the ProFolio Plus with a soft click. This only works in landscape mode against the magnetized iPad edge and only with the aluminum keyboard. The fixed keyboard creates a flat, stable typing surface making it possible to use the iPad for content creation in mobile scenarios difficult to unthinkable with competing tablets using OEM keyboards, i.e. on the lap, standing or walking. The Zaggkeys ProFolio Plus is .81" thin, weighs about a pound and offers decent protection.

Selection of Zaggkeys ProFolio, ProFolio Plus or the upgraded leather ProFolio Plus comes down to personal preference. The ProFolio (with plastic keyboard and no backlight, \$99.00) and ProFolio Plus (with backlighting, \$129.00) keyboard/cases are excellent and the polyurethane-covered case



covering both standard models is durable. Seven-color backlighting is a little gimmicky, probably not worth the extra \$30 unless it's really needed; a single color would have been sufficient. The stability resulting from the fixed keyboard is a worthwhile trade-off for the user-replaceable keyboard.

The upgraded Zaggkeys leather and aluminum ProFolio Plus for iPads 2-3-4 is nicely executed with enhanced features, particularly the magnetized iPad groove. The backlight is useful in subpar lighting conditions. I have been happy with all my Zagg keyboard case purchases and am particularly pleased with this newest addition to the Zaggkeys ProFolio family.

This article was written entirely in Pages using an iPad 2 with the Zaggkeys ProFolio Plus Bluetooth keyboard reviewed. Photos were taken using an iPhone 4S. 📷

SMB



**Rene Siegal** is a research administrator at a major hospital where she is responsible for the day to day operations of two clinical imaging research programs. She has been using mobile technology since 1994, and has contributed to FoxPop.com (a UK-based user oriented website).



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