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INSIDE



THIS ISSUE

MEDICAL & HEALTHCARE EDITION

iPATIENTCARE IN REVIEW

iNURSE - NEW JERSEY CITY UNIVERSITY

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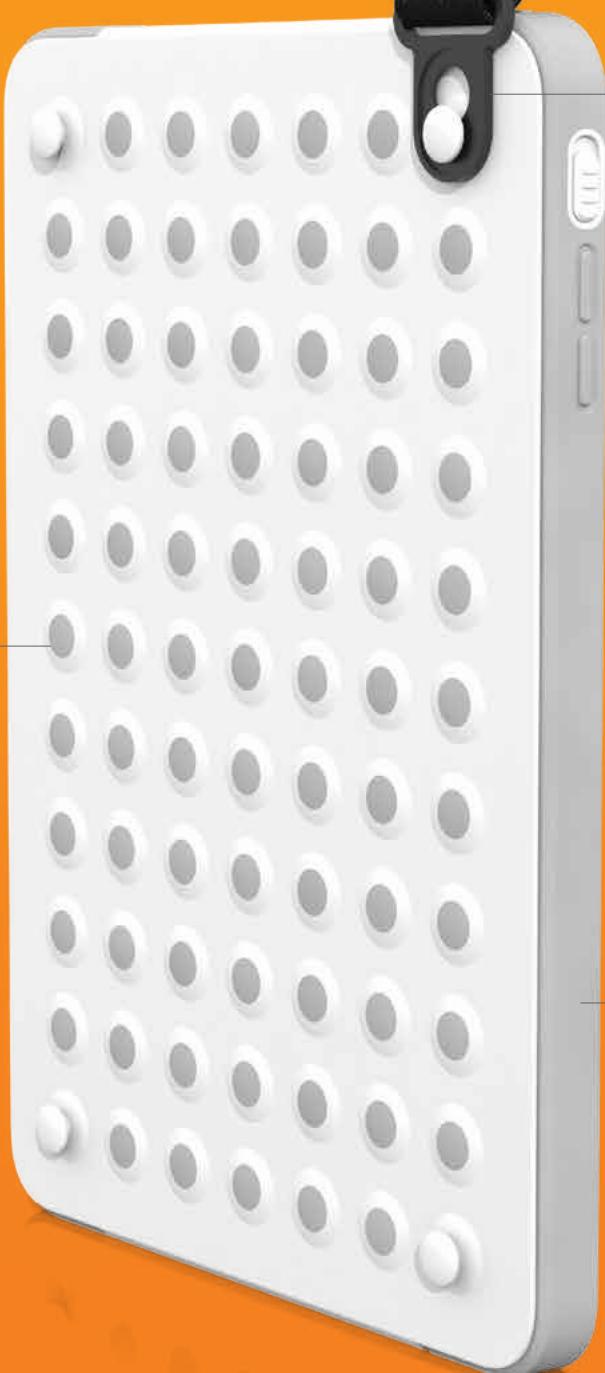
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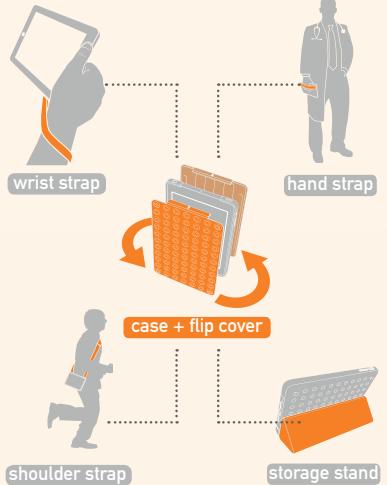
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MIL SHOCK STD
516.6



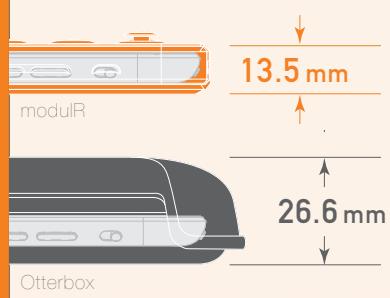
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The iNurse Initiative at New Jersey City University

Kevin O'Neill
Twitter: @NJCUNursing

The iNurse Initiative is an ongoing initiative of the New Jersey City University (NJCU) Nursing Department to put iOS technology in the hands of registered nurses at the point of care. The Nursing Department offers two Bachelor of Science in Nursing (BSN) degree programs; a 12-month accelerated nursing degree program for individuals with a previous baccalaureate degree and a BSN program for nurses who already have completed an associate degree or diploma in nursing.

The accelerated BSN program has been using mobile technology since the inception of the program in 2007, initially using Windows Mobile devices. The Windows Mobile platform was considered cutting edge in healthcare at that time. The faculty decided to transition to the iPod touch, due to Microsoft's migration of the Windows Mobile platform to the Windows Phone, as well as the rising number of medical apps available on the iOS platform and student acceptability of and familiarity with iOS devices. The concept of the iNurse Initiative was born. Accelerated BSN students have been issued iPod touch devices since the summer of 2010 with nursing and healthcare apps such as the Skyscape and Epocrates drug and laboratory data references and 3M SoundBuilder being used for learning heart sounds. These apps enable the students to research the actions and indications for the use of medications and lab tests, the pharmacology associated with the medications, as well possible side effects and interactions. Armed with this information, the student can make referrals to other healthcare providers for follow up and recommendations to patients on how they can most effectively take their medications. The SoundBuilder app allows the student to hear abnormal heart sounds that may not be heard frequently in patients but are critically important for them to recognize when they are heard.

The Nursing Department manages 75 iPod touch devices for students in the RN to BSN program using Casper Suite by JAMF Software. Students and faculty are oriented to the use of their devices and the apps through an iTunes U course. Classroom tools used by faculty include presentation software, the ResponseWare audience response app for polling classes and assessing student formative knowledge and Attendance2 for taking attendance. Students can also access the NJCU Blackboard learning management system through Blackboard Mobile Learn. The larger screen real estate made the iPad mini a natural choice in education and healthcare. In switching to the iPad mini in the summer of 2013, faculty encourages the use of Evernote and Penultimate for taking and organizing notes. The NCJU faculty is currently evaluating NoteSuite to recommend as another alternative to students. All nursing faculty are also provided with iPad mini and apps.

Students are initially introduced to the iPad mini and apps in an Information and Technology in Nursing Practice course where exercises and student assessments are geared to having the students apply critical thinking in using the apps to research various diseases, medications used to treat these medical conditions and associated lab testing using the apps on their iPads. The use of the iPad is integrated into all courses in the program. For example, students use the ePSS app to reference current evidence-based preventive

health recommendations in the community health course. The students use the Shots app in the pediatrics course to access the most up-to-date vaccination recommendations, and have used Safe Injection Practice and iScrub Lite apps in conducting performance improvement projects in their last semester of the program.

In the 2013 academic year NJCU implemented the NJCU-mobile powered by Blackboard app which gives students even more easy access to resources such as course listings, faculty and staff directories, and the University event calendar anywhere anytime. The Nursing Department will be rolling out the use of iMac in the nursing simulation lab for accessing a web-based academic electronic health record.

Successes already realized with the iNurse Initiative include students and faculty having access to hundreds of pages of medication and laboratory reference materials in their lab coat pocket, identifying potentially harmful drug interactions for older adult patients in the gerontological nursing course. Students also use their iPad to teach patients in the hospital and community settings. Also, the \$0.99 app Instant ECG has replaced a \$56 ECG textbook, representing a significant savings for students.

The iNurse Initiative is designed to keep students engaged with their learning and nursing education current and relevant in a healthcare environment where the use of technology is pervasive. Through programs such as the iNurse Initiative, NJCU strives to be the nursing school of the future. ■

Feature



Dr. Kevin O'Neill is an Assistant Professor of Nursing at New Jersey City University in Jersey City, NJ where he developed and implemented the iNurse Initiative. Dr. O'Neill is an experienced nurse educator and nurse administrator that is committed to the integration of technology in nursing education and practice.

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MacPort—Running Open Source Software without Terminal Effort

Jens Lodholm
@doctor_mac

When Apple announced in the late 1990's that OS X would be based on a variant of Unix, you could almost hear the rejoicing from both Mac and Unix aficionado alike. A new era of collaboration between two underdog rebel communities would defy the great tyrant. Awesome free software would be available for everyone! The reality which followed was somewhat different.

If you've ever been asked to find a particular type of software without a budget to speak of, you may have looked at open source software. If you did, when you saw the complexity involved in installing it, you may have given up the idea. If you stubbornly forged ahead despite your misgivings, you then discovered why the masses don't mess with open source software. Compile, make, install—these commands are not for the faint of heart. Fortunately, there is an answer.

The resourceful folks at MacPorts decided that more people could sail the ocean of open source with boats that were easier to pilot. Although this article is not intended to replace the official documentation of the project, let me give you an overview of how you might implement MacPorts.

Preparation

If you haven't already backed up the Mac you intend to install MacPorts on, stop reading and go do that now. If you don't, you will be unprotected against anything that could go wrong. I'm not saying it will, but even if you never touch MacPorts, you probably have data you can't replace.

MacPorts does have certain prerequisites that you must meet before installing. First, your Mac must be on Tiger (10.4) or newer, although I personally recommend running at least Snow Leopard (10.6). Make sure you apply all major software updates beforehand.

You'll also need to download and install the Apple Xcode Developer Tools from the Mac App Store or <<https://developer.apple.com/technologies/tools/>>. This is a very large package, so allow plenty of time and use a decent internet connection.

After that, install the Command Line Developer Tools. This can be done from within Xcode version 4, or by downloading the software from the Apple Developer site at <https://developer.apple.com/downloads/>. The site does require a login, but registration is free.

For Xcode 4, accept the Xcode EULA (end user license agreement) by launching Xcode.

Finally, consider installing the X11 environment if you anticipate using any tools that require it. If you're not sure, there's no harm in adding it.

Refer to <https://www.macports.org/install.php> and <https://trac.macports.org/wiki/InstallingMacPorts> for details on any aspect of MacPorts setup.

Installation

After meeting the prerequisites, download and run the package for your operating system from the MacPorts Install page (above). This process will require your patience, as it is not instantaneous. It should not be complicated, however.

Refer to the MacPorts website for downloads, instructions and assistance.

After installation, you should update MacPorts to pick up any patches that have been made. This can be done from the Terminal using a very simple command, or through a number of GUI (graphical user interface) tools for MacPorts. Look for links at <https://trac.macports.org/wiki/FAQ#gui>.

Adding Software

An open source project that has been adapted for use with MacPorts is called a port. As of this writing, there are over seventeen thousand available ports covering the entire gamut. From utilities and security tools to interface mods and games, there is something for everyone. In the past, I personally have used MacPorts to install a variety of server tools such as Fail2ban, Impasync, Pear, Nagios, Samba, and more. Browse the MacPorts site <https://www.macports.org/ports.php> to see what's available.

Often what leads to a port is the desire to perform a function on a Mac that isn't built into the operating system or common application. Research leads to a popular open source tool in the advanced UNIX community—at which point go directly to MacPorts to see if a port has been made. Before implementing a port, look up what people say about it online. The advice of others can save you grief in the school of hard knocks, and possibly lead to a better alternative.

Each port includes a list of dependencies—other ports which you should install prior to your chosen port. This list typically includes links to each of those ports as well, for your convenience.

As with the MacPorts installation, the tasks of installing ports (including dependencies) can be performed from the command line or a GUI. Compared to performing a custom compile for your platform and desired support, these commands are relatively simple. They are well documented on the MacPorts site, and easy to grasp.

Naturally, it's a good idea to update installed ports before beginning to use them. Every so often, you'll need to update MacPorts and its installed ports to keep up with any changes.

Conclusion

Regardless of whether you brave the terminal command line or utilize a GUI, MacPorts removes the complexity of customizing and installing open source software for your platform. However, for those who have never tinkered with their Mac before, MacPorts may assume too much knowledge. But if you have at least a novice's comfort level with Mac OS X, it could make the difference between finding a solution or not—or spending money to meet that need.

Both the open source movement and the MacPorts project support a thriving community where you can learn much. If you're not afraid to learn and try new things, MacPorts can help you accomplish goals you never knew possible. Just be sure to leave yourself a way out if something doesn't go the way you intend.ⁱ

I.T.



Jens, the owner of a corporate Macintosh consulting business in Colorado Springs, CO, has carved out a niche corraling Apple products into playing nicely with others in enterprise environments. This has been his livelihood and area of expertise for years, whereas writing is his hobby and passion.

Business Consultant Improves Profitability With Time Tracking App

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taloncomgroup.com
Callie Quinn

Karin Hollerbach is the CEO of a boutique management consulting company, Taku Group (www.takugroup.com), which helps science and technology-based organizations open up new markets. Taku Group's services include market research and other preparation services.

The company depends on accurately tracking time -- both for client projects that are billed by the hour and for other projects to continually improve the accuracy of their estimates.

In the early days of the company, time tracking was completed manually using the clock on the computer and line-entries on a spreadsheet -- a process she simply describes as, "Ugh!"

"Tracking time manually was cumbersome and I'd never have all the data readily available so invoicing was always an ordeal," Hollerbach says. "Plus I often just forgot to track the time, particularly if there were a series of small tasks that were important to track but were only a few minutes each."

Since not all time was tracked, Hollerbach never had an accurate picture of how she spent her time. She began her search for a time tracking system that would be simple to use but record all of her time spent on client projects.

"I wanted something easy to use since I don't want to have to think about it," she recalls. "This should be one of those 'click on, click off' kinds of tasks that don't impose an additional mental or time burden."

The system she discovered was OfficeTime, an app with versions for desktop (Mac and Windows) and mobile (iPhone and iPad). In her search, she hoped for something that would give her an easy transition from the old way to the better way -- and she says OfficeTime was so intuitive it allowed her to begin tracking time immediately with no looking back.

With OfficeTime, Hollerbach is able to list any number of projects and sub-projects and ways in which she can track the time on each one. She uses it both for billable client projects and for internal projects in which she's not billing her time out but she still wants to track her time carefully.

"I like to know how I actually spend my time versus how I think I spend my time because I'm constantly working on increasing efficiency and making the most of every minute and hour of every day," Hollerbach says.

To generate records for clients and to analyze how she is using her time, Hollerbach uses OfficeTime's reporting function extensively. And since she collaborates with others on many client projects, she also enjoys being able to import a colleague's OfficeTime database for when they need to integrate time sheets on those team projects.

Since client work isn't always performed in her office, Hollerbach tracks her time while away from the office using OfficeTime on her iPad. The mobile version for iPhone and iPad syncs with the desktop version so Hollerbach doesn't need to manually copy and paste records from one version to the other.

OfficeTime has not only made Hollerbach more productive, but more profitable.

"I used to not track some of my time so it never got invoiced, which of course lead to lower profits," Hollerbach says. "Also, I sometimes provide a flat-fee for my clients' projects, and tracking time with OfficeTime has made me more realistic about how much time each project takes so I continually use it to improve the estimates I produce going forward."

Hollerbach depends on hard data to provide excellent counsel to her clients, and with OfficeTime she is also armed with the data she needs to improve her own operations.

"With OfficeTime, I can see at the end of the day, week and month how much time I spent on various types of tasks, which means I can compare that against what I want to be doing to be a better business owner," she says. "Am I minimizing my time on certain administrative types of tasks? Am I spending enough time on other types of tasks? It's no longer based on estimates which tend to be filled with wishful thinking. Now I know those answers and can fine-tune if needed." 

Feature



Kevin Doel is president of Talon Communications Group, a communications consultancy for mobile app developers. Doel has been involved in the mobile software industry since working with early developers of apps for Palm Pilots in the late 1990s. taloncomgroup.com

Callie Quinn is a freelance ghost writer and social strategist living and working in the Greater New York City area.

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ComChart

Many EHR providers offer customer testimonials to sell their products and services. The curious thing about the testimonials that grace the top of (every page) on Comchart's website, however, is the almost comically vague identification of those persons proffering such effusive praise. Instead of giving us a name of a doctor whose identity and testimonial could be easily traced, Comchart merely identifies its various messengers of praise as "Internist, Missouri," or "Gastroenterologist, Connecticut."

While I have no reason to dispute the veracity of these claims, it would be more convincing to offer the full names and credentials of the individuals upon whose opinions Comchart relies, insofar as their placement atop every page is the first thing a site visitor sees.

That quibble aside, the list of components in the Comchart EMR software is far too extensive to name here. Suffice it to say that when you choose to run ComChart EMR on your Mac-based network, you will find that setting up your system is easy. You can easily connect your Apple device to the password-protected VPN in order to ensure that you always have access to current medical records, which makes answering after hours calls from patients much easier and allows you to provide a higher quality of care. EMR on iPad or iPhone ensures that the records and information you need are always a click away.

With EMR for Mac, you will find that meeting all of the goals and protocol of your practice can be easy. The software makes it easy to meet the demands of HMOs and insurance companies as well as to adhere to HIPAA regulations. With a VPN established so that every doctor, nurse, and computer displays the same up-to-date information, ensuring that your practice runs smoothly and seamlessly is easy.

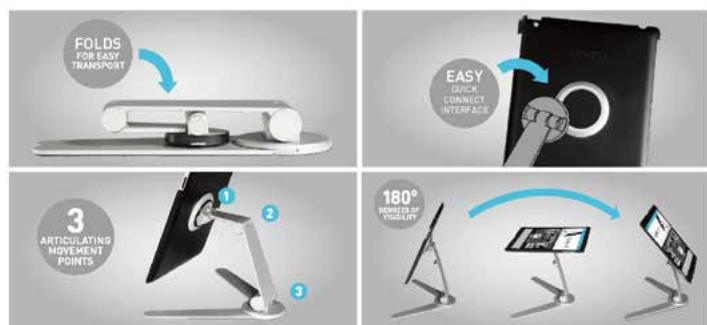
Clients who have chosen to implement ComChart into their practices have raved about the ability to see notes in charts instantly. A doctor operating from another floor or even preparing to come into the office for an emergency procedure can make notes to the nurses and technicians on duty that will be seen in real time so that everything runs more efficiently. ComChart EMR for Mac OS X offers providers an easy way to simplify all aspects of the practice while creating a network that is extremely portable and doesn't require an IT team to set up. With the ability to input data via keyboard or Mac voice recognition software and a series of intuitive menus, there is simply much benefit to be found with ComChart.

Live demonstrations of ComChart can be booked online at www.comchart.com/contact-us.html.

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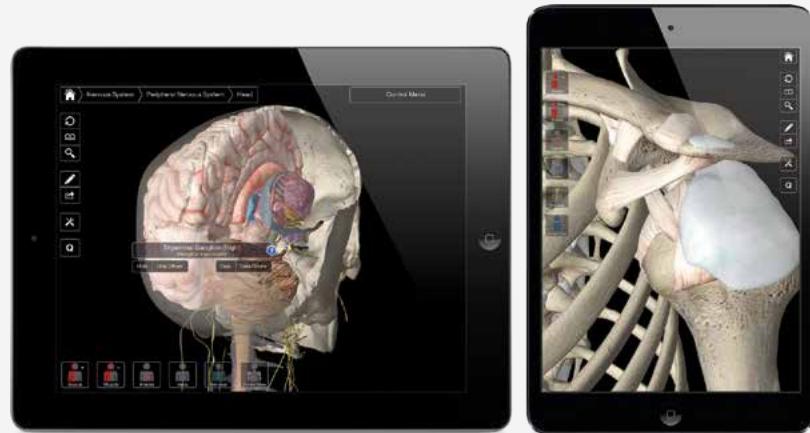
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3D4MEDICAL

The NOVA series has undergone a significant update and we're pleased to report the new Muscle System Pro III app is even more impressive than its predecessor.

The first thing one notices about Muscle System Pro III is that all previous concerns about its shortcomings have been addressed. For instance, there is now a detailed muscle attachment atlas that allows the user to easily view the relationship between the muscle and skeletal system.

Another significant improvement is the inclusion of numerous media videos that demonstrate each muscle's range of movement. These help visualize the interactions between various muscles and core skeleton. There are also additional images highlighting each specific muscle as well as an added sound feature that correctly pronounces each label.

The core 3D model has not been left out of the facelift, having received an update to increase photorealism in the model. There are more options to view different layers, although it should be noted that there is still a significant loading delay when one attempts to merge multiple layers. It will be interesting to see if the projected iPad 3 will be able to shorten the waiting time. Thankfully, there are now more options to view the 3D model, including transverse slices.

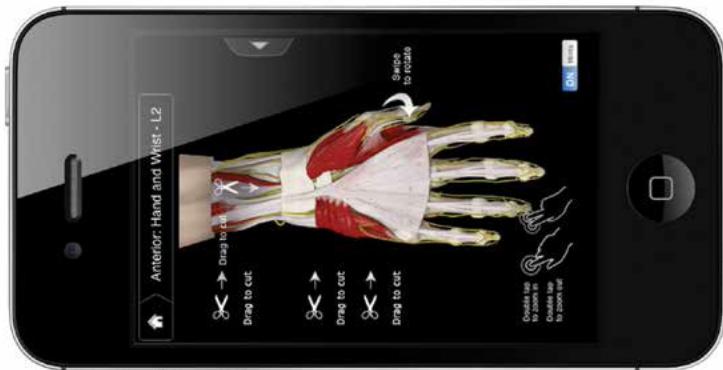
Another new addition is a revamped quiz mode. Users now have the option of using a drag-and-drop interface in addition to the more traditional quiz format seen in Muscle System Pro II. The addition of a pen function allows users to highlight each screen, which, when coupled with the powerful export feature, allows users to share basic anatomical notes quickly and easily.

What is the pricing for this app? Muscles System Pro III is a free upgrade to users of Muscle System Pro II. Standalone cost is \$19.99.

What we especially liked was the animated media showing range of movements, muscle attachment atlas highlighting links between muscle and skeletal system, extra individual muscle images and updated quiz function.

With the introduction of Muscles System Pro III, the NOVA series by 3D4Medical is rapidly becoming the de facto choice for anatomy visualization on the iPad.

This app is ideal for visual learners and anyone wishing to get a detailed glimpse into the musculoskeletal system.





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eSend Email Scheduler: An ideal iPhone App for Business Travelers

Jesse Lee
www.buddyleebooks.co

If your like me, then your best insights and ideas happen at 2 AM when everyone else is asleep. Is it considered rude to send an email to your client at that hour while the idea is fresh in your mind? Will the alert on there phone wake them up and cause the to curse you and your diligence? Are you traveling or working overseas so that the 12 hour time zone lands your emails in the inbox of your clients or boss when they are mid-REM cycle? Did you save those important messages to your draft folder with every intention of sending them out, but only to forget? These are the dilemmas of the diligent business traveler but now there is an app that deals with it.

'eSend Email Scheduler' is email scheduling app from the development team at Thats-R-App Studios. Also pronounced: "Thats a Wrap" (an intentional play on pronunciation).

What does eSend do that no other app can?

eSend schedules your emails using any and all of your email accounts. The developers have made it easy to set up your accounts, compose your email and schedule the message to the minute you want it to arrive in your receiver's mailbox.

The app is very easy to use. Simply tap the New button on the top right side of the app, compose the message as you would in Apple's existing Mail client, select the date and time that you want the app to be received in the green button at the bottom, and then tap the Send button on the top-right to add your scheduled message to the queue. All messages, both waiting and sent are displayed in a single list with specific icons indicating each status. The app also features Address Book integration, custom signatures, and multiple account support, including assisted setup for AOL, Gmail, Hotmail, and Yahoo!

How does does this mean for users?

You never have to forget to send another email. Write it while the message is fresh in your mind and schedule it to arrive right when you want. This is an ideal feature for business travelers but it also proves to be a useful function for the average iPhone user that wants their email to arrive at a set time, such as an anniversary or birthday greeting.

If you know someone is away from the office until a specified time, schedule your email to arrive right when they return. That way your email is on the top of their mailbox and your message will be the first to get a reply. You could also 'sneak out' and let your boss or client think that you are still hard at work for them.

What makes eSend unique?

It is the only email scheduler in the Apple iTunes App Store that seems to work consistently. The design of eSend makes it so that you can even schedule your email, turn off your iPhone and then take an international flight with the full confidence that your email will arrive right on time, where and when you want it.

How does eSend change the game?

You are no longer chained to your desktop computer. Using eSend offers you the flexibility of your iPhone with the dictating fun and productivity of Siri, and all for the cost of a cup of coffee.

eSend Email Scheduler can be downloaded from the iTunes App Store and is exclusive to Apple's platform. I am told that there are many updates in store including features such as: image and file attachments, the ability to receive and forward emails, ongoing and repeat message options, and improved notifications with iOS 7.ⁱ



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Feature



Jesse Lee is an author, entrepreneur and iPhone/iPad app developer. If you would like Mr. Lee to review your business solution app, you may contact him through his website, blog or Facebook page. www.buddyleebooks.co

Avoid These “Worst Passwords”

Morgan Slain
www.splashid.com

Every year our company compiles its annual list of “Worst Passwords” – the most common passwords used on the Internet and posted by hackers. Users of any of these passwords are the most likely to be victims in future breaches. On our most recent list, “password” remained #1, but “Jesus” has made His notable debut on the list – along with “ninja”, “mustang,” and “password1.”

The top three passwords, “password,” “123456,” and “12345678,” remained unchanged from the previous year’s list.

The purpose for our annual list of frequently used passwords is to demonstrate that many people continue to put themselves at risk by using weak, easily guessable passwords. We aim to help people adopt stronger passwords which will keep them and their identities safer from criminals.

Here is our most recent Top 25 Worst Passwords:

#	Password	Change from 2011
1	password	Unchanged
2	123456	Unchanged
3	12345678	Unchanged
4	abc123	Up 1
5	qwerty	Down 1
6	monkey	Unchanged
7	letmein	Up 1
8	dragon	Up 2
9	111111	Up 3
10	baseball	Up 1
11	iloveyou	Up 2
12	trustno1	Down 3
13	1234567	Down 6
14	sunshine	Up 1
15	master	Down 1
16	123123	Up 4
17	welcome	New
18	shadow	Up 1
19	ashley	Down 3
20	football	Up 5
21	jesus	New
22	michael	Up 2
23	ninja	New
24	mustang	New
25	password1	New

We compiled this list from files containing millions of stolen passwords posted online by hackers. We advise consumers or businesses using any of the passwords on the list to change them immediately.

Even though each year hacking tools get more sophisticated, thieves still tend to prefer easy targets. Just a little bit more effort in choosing better passwords will go a long way toward making you safer online.

Here are some tips for making your passwords more secure:

Use passwords of eight characters or more with mixed types of characters. One way to create longer, more secure passwords that are easy to remember is to use short words with spaces or other characters separating them. For example, “eat cake at 8!” or “car_park_city?”

Avoid using the same username/password combination for multiple websites. Especially risky is using the same password for entertainment sites that you do for online email, social networking, and financial services. Use different passwords for each new website or service you sign up for.

Having trouble remembering all those different passwords? Try using a password manager application that organizes and protects passwords and can automatically log you into websites.

It just takes a few extra moments to make a password better and keep your identity from being stolen and your financial life left in shambles. ☠



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SMB

Morgan Slain is CEO of SplashData, Inc., developer of the popular SplashID password manager. For more information, visit splashid.com



Lee Medical Review



Vascular access specialists reduce hospital-acquired infections, increase efficiency and assure security of patient records with FileMaker Go for iPad. Lee Medical specialized IV practitioners (www.leemedical.com) reduce the risk of infection and slash costs for healthcare facilities

While U.S. hospital-acquired infections are on the rise, the prognosis is good in one important area: bloodstream infections. These are often caused by poor central catheter insertion techniques and inadequate ongoing management of intravenous catheters in patients' veins. Central Line Associated Bloodstream Infections (CLABSIs), however, are preventable, according to the Center for Disease Control, and the vascular access specialists at Lee Medical are showing how it is done.

Built around the practice of "using the right device at the right time," Lee Medical is an outsourced service whose vascular access specialists not only use the appropriate vascular access device (VAD), they also use a proprietary software solution, "VAST®" that leverages Apple iPads running FileMaker Go to help drive down the troubling frequency and cost of bloodstream infections. Lee Medical contracts with about 60 hospitals and other care facilities in Tennessee – and plans for expansion. Vascular access devices are essential for everything from delivering drugs and nutrition to pain control and anesthesia. But if a VAD is not properly inserted and maintained throughout its lifespan, it can become an on-ramp for germs. "An important key to infection control is the continuity of care provided by skilled practitioners maintaining the device using a regimented discipline," notes Michele Lee, president and head of clinical operations at Lee Medical. "Our specialized teams are all highly trained in best practices and know which devices work best in specific situations. We have a track record of less than 0.5 infections per 1,000 catheter days as compared to many hospitals that report infection rates between 2 and 18 per 1000 catheter days."

Hospitals are on point to get their infection rates down, as government regulations now deny reimbursement for treating hospital-acquired infections, including CLABSI, which cost on average \$91,000. And the Center for Disease Control (CDC) estimates 250,000 central line-associated infections occur in the United States annually with a mortality rate of 25 to 35 percent. From a public safety as well as business standpoint, transparency is mandatory, since all hospitals are required to annually publish infection rates. "While hospitals are motivated to protect the erosion of their bottom line, there is also a moral imperative to eliminate these preventable HAI's. Costs to treat HAI's are quantifiable, life is not," stated Michele Lee

Lee Medical provides a simplifying service and technology, a business model innovation, and a value network for healthcare facilities. Now, with FileMaker Go, VAST®, and iPad implementation, Lee Medical is able to provide real time patient and catheter surveillance. Nurses are enabled to chart and monitor all patient and device-related information for the lifespan of the catheter regardless of the patient's location. FileMaker Go for iPad is supporting a system that results in healthier patients, reduced pain and suffering and millions of dollars in annual savings for healthcare providers.

FileMaker Go and iPad streamline safe service

Lee's teams of nurses rely on FileMaker Go for iPad as soon as they are dispatched to a service call. On site, they securely log in to capture patient information, gain real-time access to medical records from the central FileMaker database, review orders and get to work. Each specialist must capture and track data both pre and post procedure. The touch interface of the iPad simplifies data collection, eliminates errors, and improves workflow efficiencies.

continued on page 26



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EMR for iPad

Practice Fusion's primary enticement is the fact that, unlike some of the other pricier services – it is 100% free for users. Because Practice Fusion's income is generated through advertising, there are no hidden charges or fees that can come back and haunt you. You know what I'm talking 'bout: that all-too-familiar situation of discovering the one feature you need is available (surprise, surprise!) only through a payment option, not the free version. With Practice Fusion, free is free. No catches.

While its website does not offer the kind of precise detail, impressive graphics and bells and whistles (as compared with, say, the iPatientCare site), there is a popup link which promises direct contact with a PF expert to answer any questions.

Founded in 2005, Practice Fusion boasts 100,000 monthly active users serving 64 million patients. In 2012, they were named a Technology Pioneer by the World Economic Forum.

In June of 2013, an independent report by SK&K asserted that Practice Fusion was the fastest growing electronic medical record vendor in market share gains. Practice Fusion gained 2 percent market share – from 3.8 percent to 5.8 percent – for the period between July 2012 and May 2013.

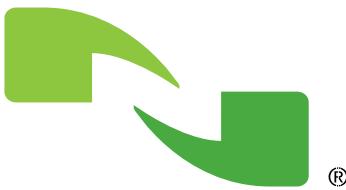
"This independent report confirms Practice Fusion's disruption of the EMR sector," says a confident Ryan Howard, Founder and CEO, Practice Fusion. "We are now the growth leader and the de facto health technology solution for small and medium practices."

One of those investors is Chelsea Stoner, a Partner at Battery Ventures. "We invested in Practice Fusion," says Stoner, "because we knew their vision for disruptive, affordable technology could accelerate innovation for doctors. It is powerful to see their healthcare technology driving real market change."



Offering a 100%-free service is certainly "disruptive," insofar as PF is directly undercutting its competition. As long as they are able to generate advertising revenue, there doesn't seem to be any way of disrupting the success of the self-described disruptors.¹





NUANCE

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Nuance offers a dizzying array of services, including solutions for HIM, quality management, transcription, and radiology, clinical documentation improvement software, physician speech recognition, coding compliance and computer-assisted coding, quality management and much more.

The Clintegrity 360 program is jam-packed with features to support Nuance's claim that it is a "fully integrated end-to-end computer-assisted set of solutions that help improve patient care, enhance financial integrity while simultaneously meeting ever increasing compliance standards."

Let's examine the various features of the Clintegrity 360:

- Clinical Documentation Improvement Software and Services: Clinically focused CDI solution assists in driving the success of CDI programs and drive quality at the point of entry with speech-driven physician documentation and Clinical Language Understanding (CLU) technology.
- Coding Compliance and Computer Assisted Coding: This ICD-10-ready solution will transform HIM processes by delivering powerful technology that ensures data quality and accuracy, significantly improves productivity, enables best practices and provides HIM professionals with a fully integrated, multi-facility, enterprise-wide HIM system in a single application.
- Quality Management Solutions: With regulatory agencies emphasizing clinical outcomes and evidence-based medicine, you need tools that can demonstrate how you provide quality of care, a comprehensive decision support system enhanced trend and data reporting for both clinical and financial data analysis and performance. Nuance's intelligent data

mining tools are essential for healthcare organizations to meet and submit reporting measures and improve quality and clinical processes as the data demand increases.

- Government Software & Services: The government programs team offers solutions and services that improve HIM and revenue cycle processes by providing documentation analysis, coding education and automated chart deficiency, and correspondence tracking solutions. The team has an unmatched expertise within the Government healthcare IT sector, offering Government clients the most innovative and comprehensive solutions available today.
- Records Management: Clintegrity 360 provides powerful technology that ensures data quality and accuracy, improves productivity, enables best practices and provides HIM professionals with a fully integrated, multi-facility, enterprise HIM system.
- ICD-10 Services: The upcoming ICD-10 transition will affect every system your organization uses today. The ICD-10 Countdown Program and suite of solutions will help you decrease productivity losses and successfully plan for the transition. ☺

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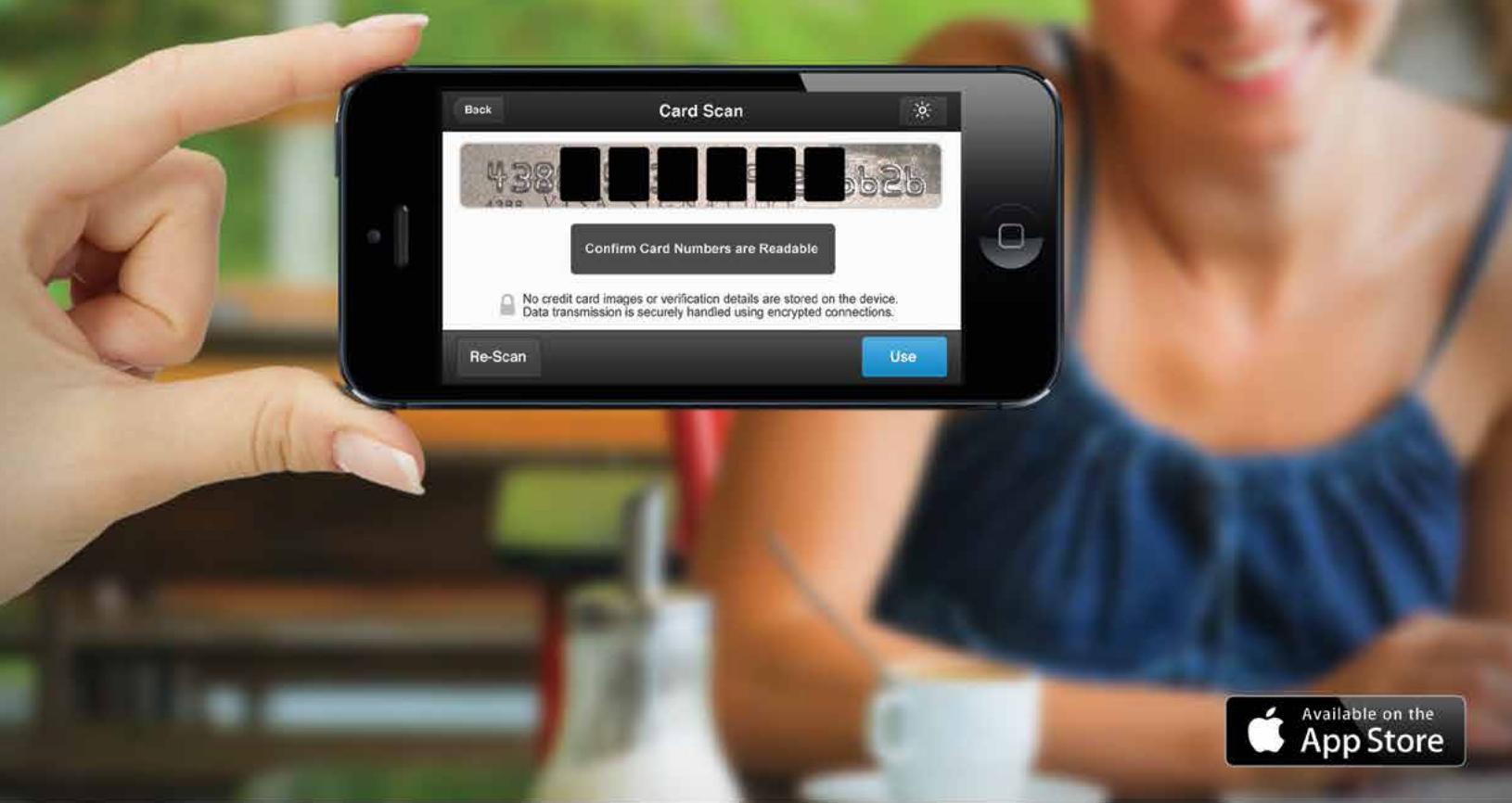
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www.drchrono.com

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. With 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.



Because information is stored on secure servers a patient's records can be accessed by doctors, nurses and other medical personnel, from any place in which an Internet connection can be established.

One quibble with Dr. Chrono is the dearth of written information about the product on the company's website. Instead of text, one has the option of viewing innumerable videos with actors dramatizing the many uses of the app. This is fine if one has the time and inclination to watch them, and the presentation is uniformly professional all around, but for those wishing straight-ahead, hard data at a click, you will have to sign up for a demo at www.drchrono.com/training.



Dr. Chrono can assist with the following:

- **Custom Forms & Templates:** Import existing workflows for your practice & specialty.
- **eRx Electronic Prescribing:** Generate and submit electronic prescriptions to pharmacies.
- **Medical Speech-to-Text:** Healthcare-specific transcription from M*Modal.
- **Bi-directional Lab Integration:** Place orders and receive results from Quest, LabCorp, and other medical labs.



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that is **EASY**
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and promises
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through all stages of MEANINGFUL USE.



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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.

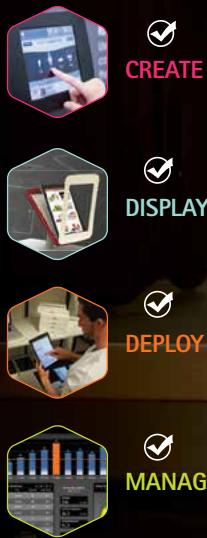
But with a wide field of EHR companies out there, why should doctors choose ClinicYOU?

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

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<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.

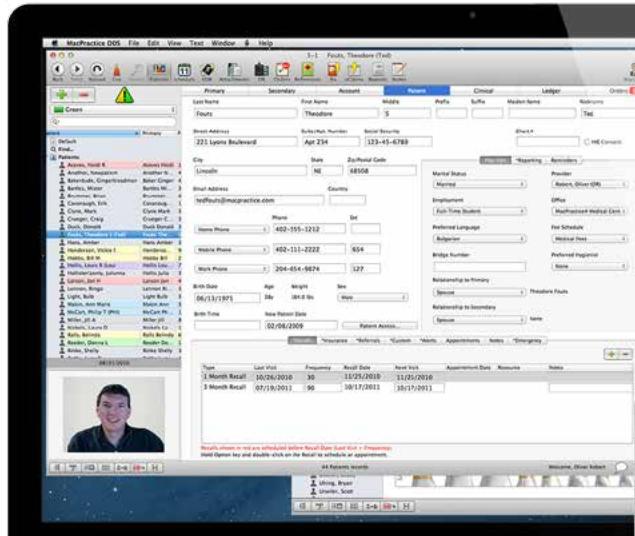
View appointments in columns by resource in calendar view. Tap the appointment for patient information and appointment detail. Quick calendar navigation with resource filter.

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.



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.

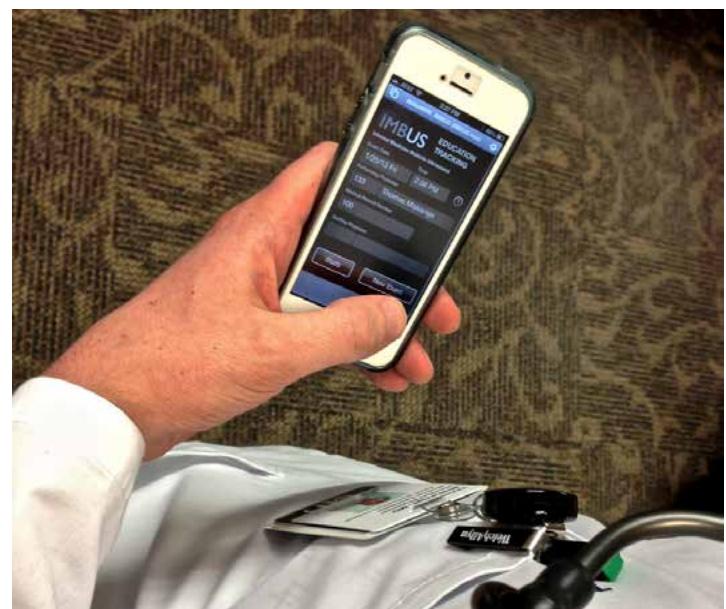
"The mobile component is essential as it allows physicians to enter the ultrasound record at the time of the exam," asserts Tierney. "It's critical to ensuring that studies are entered reliably and immediately. FileMaker is a very robust platform that accommodated everything we needed. And it still leaves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

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



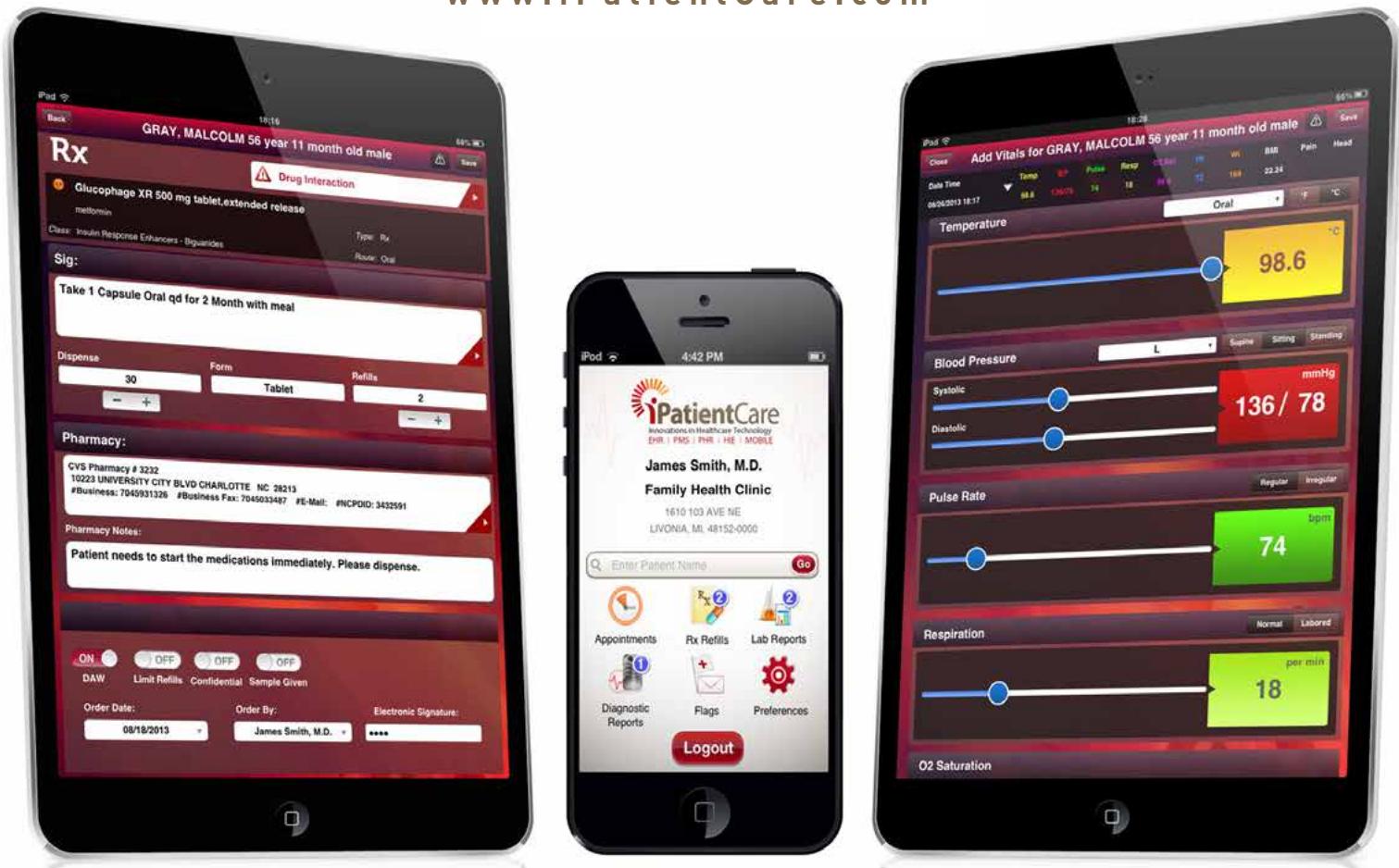


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Capable of providing healthcare solutions for EHRs, practice management, health information exchange, patient portals/personal health records and more, iPatientCare offers an impressive and comprehensive list service possibilities. It was recently ranked 12th best EHR software out of the top 20 contenders (<http://www.capterra.com/infographics/top-ehr-software#.Uh5jXOAhlcO>), 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/functionalities, 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."



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continued from page 14

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.

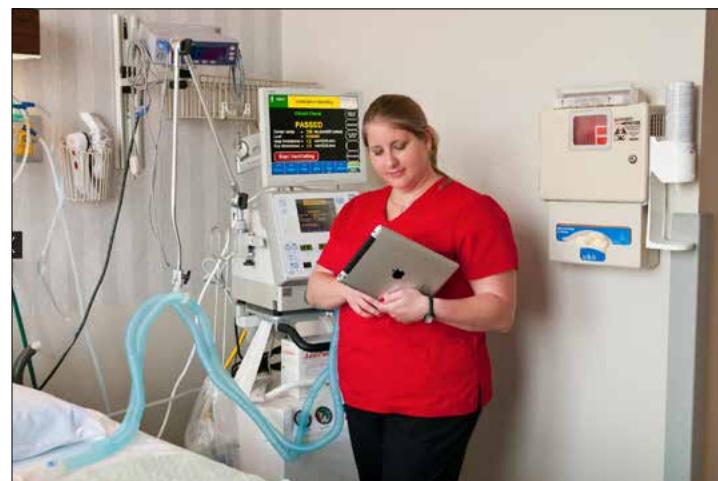
Future Innovation

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."

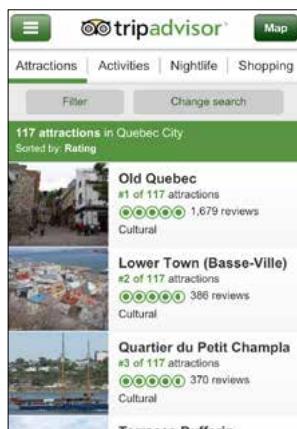
—Michele Lee, President, Lee Medical



Easier Traveling With Apps

Michael Loewenberg
mike@meshbiz.com
<http://blogmeshbiz.com>

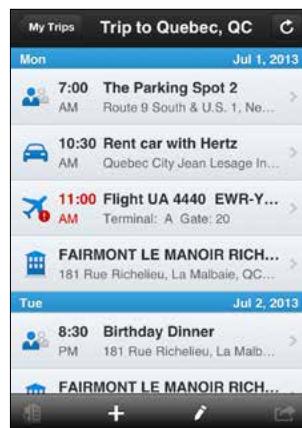
My wife Debbie and I recently took a trip to Québec City - we live in New York - and we made heavy use of my iPhone and iPad before and during our trip. I thought I would tell you about the apps I used to make our travel preparations easier and the trip itself less stressful and more fun. In almost all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



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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.

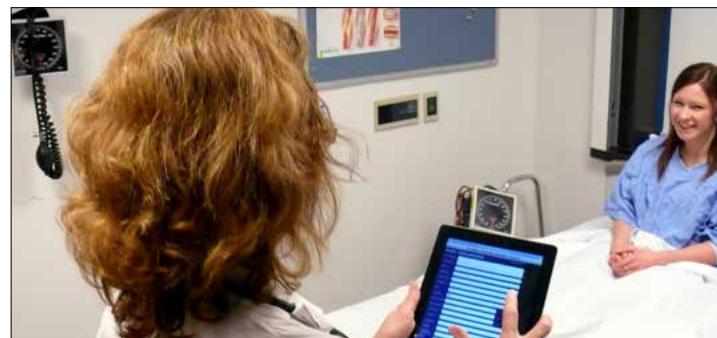
During the pilot study, patient recruitment rates increased by nearly 13 percent upon applying the FileMaker solution, and the completion of follow-up calls improved by about 15 percent. The program achieved one-month cessation rates of 34.8 percent, significantly higher than rates of less than 5% experienced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

SMB



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
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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

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, or 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 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 though 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 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. [i](#)

The Beesy app advertisement features a dark background with a pattern of overlapping hexagons. In the center is a blue rounded square icon containing the Beesy logo, which consists of three green hexagons above the word "Beesy". Below this central icon, the text "YOUR ALL-IN-ONE BUSINESS APP" is displayed in large, white, sans-serif capital letters. At the top right of the ad, there is a small "Available on the App Store" badge with the Apple logo.





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Forget Relationship Management Focus on Relationship Health

Michael Muhney
vaporbit.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. ^j



Mike Muhney is the co-inventor of ACT!, is now the CEO & co-founder of Vaporbit Software, creators of Vaporbit mobile relationship management apps for iPhone, iPad and Mac. vaporbit.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

dr. chrono www.drchrono.com

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

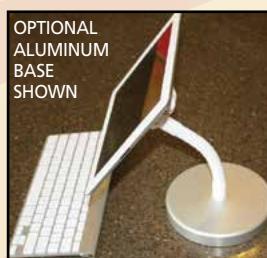
The prospect of filling out endless forms on a clipboard used to be a tedious byproduct of seeing the doctor. Dr. Chrono, patients create their own electronic health records (EHR) at the touch of an iPad screen. From the same profile, the doctor can call up records of past appointments and input any 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.

Because information is stored on secure servers a patient's records can be accessed by doctors, nurses and other medical personnel, from any place in which an Internet connection can be established. ☺



AppleMount.com

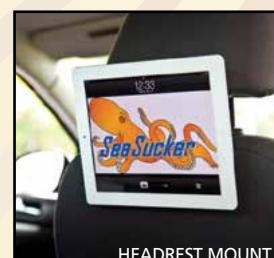
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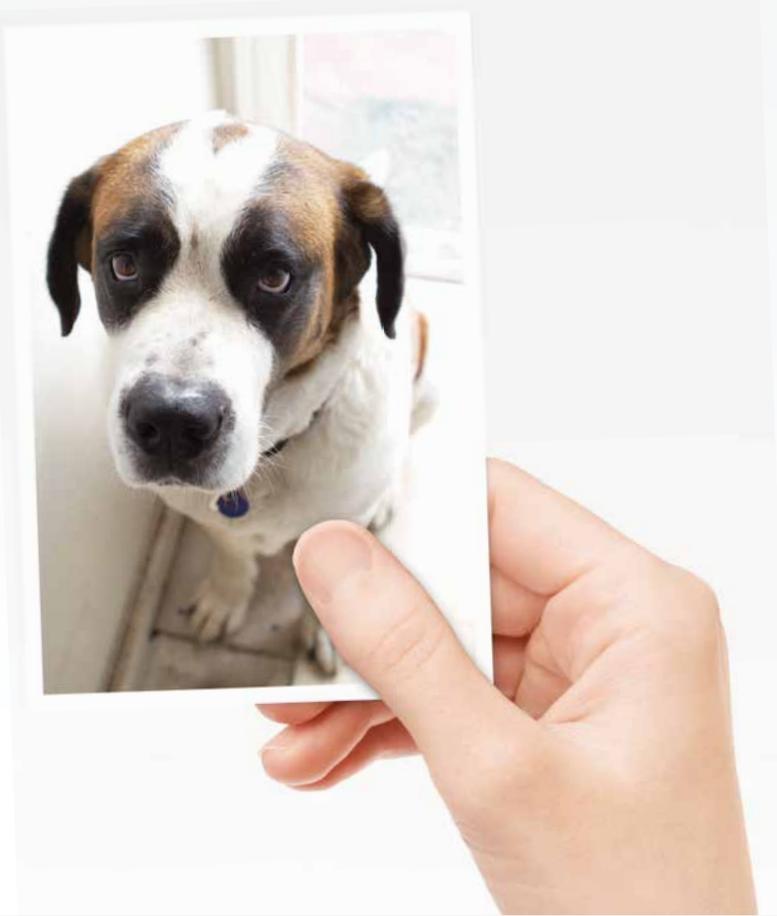
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Apple in the Retail Space

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 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, 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 Enterprisev

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. ☺



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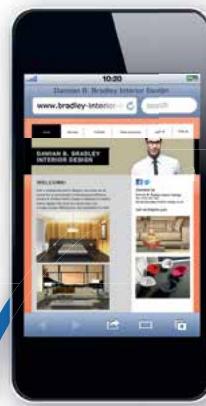


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Keyboard Cases: Zaggkeys Profolio Plus Gets A Makeover

Rene Siegal
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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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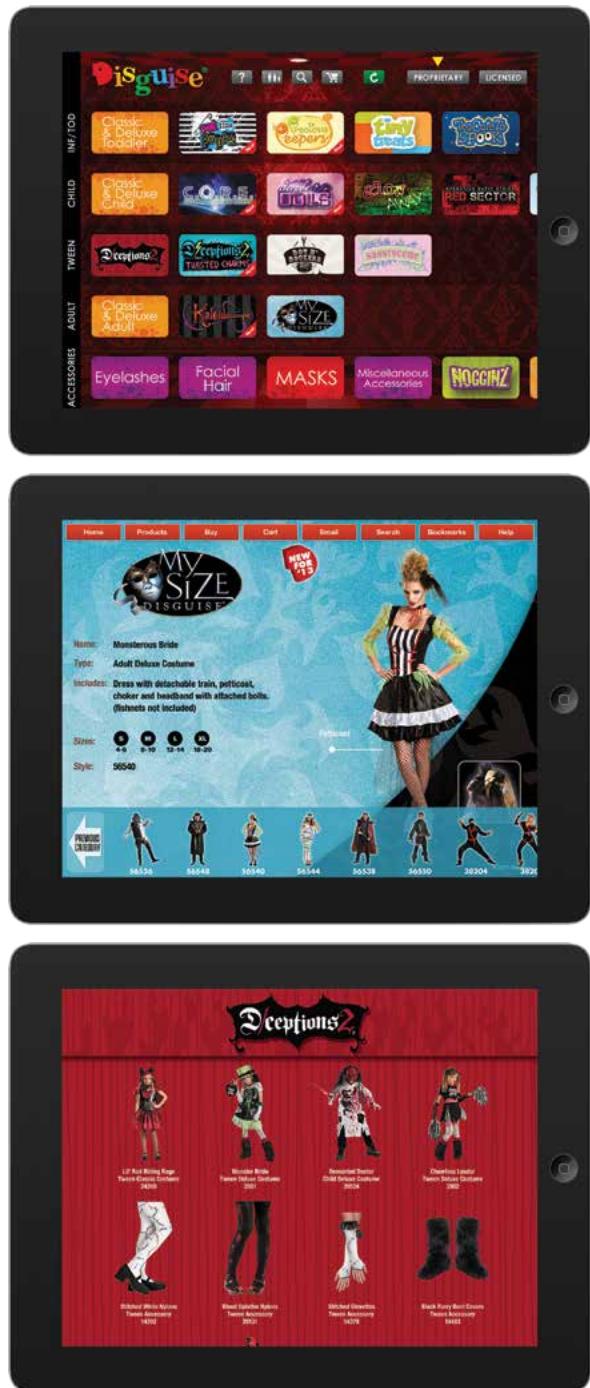
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SOLUTION

Troy Apps converted Disguise's printed catalogs to a single native iPad app with search, bookmarks, videos, page zoom, ordering and real-time updates. Disguise can now update its mobile catalog throughout the year with remote updates while it plans its 2014 iPad catalog.

RESULTS

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