



January 2012

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In this Issue: mHealth—Opportunities Abound

This issue of the *Clinical Informatics Insights* is the first of a two-part series on mHealth. The January issue focuses on empowering the consumer in mobile health trends. This month's features explore the value of mHealth from the consumer's perspective, the importance of the issue and discuss how mHealth is changing the face of healthcare.

Definition of mHealth: mHealth broadly encompasses the use of mobile telecommunication and multimedia technologies as they are integrated within mobile and wireless healthcare delivery systems. The term mHealth was coined by Professor Robert Istepanian as use of "emerging mobile communications and network technologies for healthcare." A definition used at the 2010 mHealth Summit was "the delivery of healthcare services via mobile communication devices."

State of the Industry

Exploring Mobile Health Consumer Trends

By Rosemary Nelson, MSN, MA, RN-BC, CPHIMS



Mobile technology is all around us, and is impacting all facets of one's life in day-to-day living activities, business and healthcare. Mobile health (mHealth), a term used for the practice of medicine and public health, supported by mobile devices, has emerged in recent years primarily based on the rapid rise of mobile phone penetration. As illustrated at the 2011 mHealth Summit of the Foundation for the National Institutes of Health (FNIH), the field of mHealth is quickly emerging as a means of providing greater access to healthcare to larger segments of a population, as well as improving the capacity of health systems to provide quality healthcare.

[Read more](#)

Meet an Informaticist

Jody Engel, MA, RD

Tool Box Picks

[mHIMSS: Consumers & Mobile Health IT](#)

HIMSS launched its mobile counterpart, mHIMSS, to progress leadership on technology, policy, security and implementation surrounding mHealth. Check out the mHIMSS website's Consumers & Mobile Health IT topic area to access the latest news, blogger perspectives, white papers, presentations and more.

[2011 mHealth Summit Education Sessions](#)

Access nearly 90 recorded education sessions from the 2011 mHealth Summit on demand. Conference sessions explored the ways mobile technology will transform healthcare delivery, research, business and policy.

[Consumer Brands Lead the Noteworthy Apps](#)

This MobiHealthNews article describes one week of trending data in the app store and identifies noteworthy mHealth applications in use by consumers.

[mHealth Education: Harnessing the Mobile Revolution to Bridge the Health Education & Training Gap in Developing Countries](#) [PDF]

The iheed Institute and Dalberg Global Development Advisors prepared this report to set the stage for mHealthEd 2011 at GSMA m-Health Alliance Mobile Health Summit, which is the first global conference on the emerging phenomenon of mobile health education.

[Grant Opportunities](#)

Two opportunities for grants include the [Early Innovator Grants from CMS](#) and [Consumer Assistance Program Grants \(CAP Grants\)](#).



Jody Engel, MA, RD, is a nutritionist from the NIH Office of Dietary Supplements (ODS) and works to provide consumers with reliable, science-based information on dietary supplements and further expand the availability of information on dietary supplements and their use in promoting wellness. Engel also serves as the ODS director of mobile and social media communications. She leads the design and development of a free ODS mobile app called MyDS, short for My Dietary Supplements, to give consumers an easy way to track the dietary supplements and medications that they take and to learn about dietary supplements. [Read more](#)

Consumers & Mobile Health IT Buzz from mHIMSS



Everything old is new again: Telehealth brings care delivery back to the patient

By Andrew R. Watson, MD

Our industry has been deeply engaged in spirited debate, dialogue and discussion these past several years - most of it centered on the future of healthcare. And if there's anything this discourse has revealed it's that everything old is new again. [Read more](#)

'Concierge medicine' for the masses

By Douglas Smith, MD

To most people, the term "concierge medicine" conjures the image of elite, white-glove medical care, where a fleet of physicians is available to the rich and famous 24/7 for a very steep price. Though this is true for some concierge medicine services, there is a continuum of concierge services ranging from the aforementioned model to a more limited, specified package of services, determined by price. For those who make up the very small percentage of Americans who are able to use this type of service, there is immense value: greater access to quality physicians saves lives. [Read more](#)

Consumers will drive mHealth adoption

By Sanjay Pingle

By 2014, mobile web traffic will have exceeded desktop traffic for the first time. This has truly profound implications, especially for anyone who delivers services or runs a business on the Internet. [Read more](#)

HIMSS News

[Ride the Mobile Health Wave at HIMSS12 with mHIMSS](#)

Mobile is coming to HIMSS12 in a big way. This year's Annual HIMSS Conference & Exhibition features a number of education sessions, a new mobile book, *mHealth: From Smartphones to Smart Systems*, exhibits and programs for health IT professionals seeking more information and useful knowledge on this fast-emerging topic.

[HIMSS12 Pre-conference Symposia Build on Knowledge for Clinicians](#)

HIMSS 12 Pre-conference Symposia offer specialized education in a lecture

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Join the Discussion



Engage in powerful mobile health and mobile technology discussions with other industry thought leaders in the [mHIMSS Group on LinkedIn](#).



Connect with [@mHIMSS](#) and explore what #mobile #mHealth and #telehealth topics are at the forefront for today's #healthIT professionals on Twitter.

Connect with HIMSS

Expand your network by connecting to HIMSS on these social media sites:



Upcoming Events

[mHIMSS at HIMSS12 and Beyond: A Primer on the Many Opportunities Available Webinar](#)

Jan. 18, 2012

[HIMSS Virtual Briefing: Industry Implications for Meaningful Use](#)

Feb. 15, 2012

[HIMSS12 Preconference Symposia](#)

Feb. 20, 2012

Las Vegas

[HIMSS12 Pre-conference Workshops](#)

Feb. 20, 2012

Las Vegas

[HIMSS12](#)

Feb. 20-24, 2012

Las Vegas

format to diverse and growing audiences within health IT. Held before the conference begins on Sunday, Feb. 19 and Monday, Feb. 20, these symposia allow for a more hands-on approach to addressing the educational needs of a myriad of health IT professionals; including clinicians, clinical engineers, and senior- and mid-level IT professionals. The following symposia are specifically designed to provide practical information for attendees and address the needs of the *Clinical Informatics Insights* readership:

- [Clinical Engineering & IT Leadership Symposium: Critical Ingredients for Medical Device Connectivity](#)
- [Nursing Informatics Symposium: Nursing Informatics Leadership - Delivering Value with HIT](#)
- [Physician IT Symposium: The Health IT Balancing Act: Managing the CMIO Workload](#)

[Vegas Goes Virtual with Debut of Virtual HIMSS12](#)

What happens in Vegas stays in Vegas, right? Not this year. For the first time in HIMSS' 51 years, the Annual HIMSS Conference & Exhibition will be making its thought leading sessions available to those who are unable to attend the conference. The Virtual HIMSS12 environment opens on Feb. 21, 2012.

[HIT X.0: Beyond the Edge](#)

Feb. 21-23, 2012
Las Vegas

[Leading from the Future: A HIMSS Thought Leadership Event on Connecting Consumers with their Healthcare](#)

Feb. 23-24, 2012
Las Vegas

[HIMSS Chapter Events](#)

[Webinars and Audio Conferences](#)

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Clinical Informatics Insights is a monthly e-newsletter published by the Healthcare Information and Management Systems Society (HIMSS) that provides timely and comprehensive coverage on the effective integration of informatics across the continuum of care.

Editor's Note: The inclusion of an organization name, product, resource or service in this e-newsletter should not be construed as a HIMSS endorsement of such organization, product or service, nor is the failure to include an organization name, product or service to be construed as disapproval.

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