In this Issue: mHealth—Opportunities Abound
This issue of the Clinical Informatics Insights is the second of a two-part series on mHealth. The January issue focused on empowering the consumer in mobile health trends. This month’s issue focuses on empowering providers to improve the quality and safety of care, making care more accessible, and increasing the cost-effectiveness of care through the best use of mobile technology. Features explore the value of mHealth from the provider’s perspective, the importance of the issue and discuss how mHealth is changing the face of healthcare.

State of the Industry

Show Me the Research – HIMSS Mobile Technology Survey
By Edna Boone, MA, CPHIMS and Jennifer Horowitz, CPHIMS, FHIMSS

In 2011, the World Health Organization conducted their Mhealth: New Horizons for Health Through Mobile Technologies study. This study indicates the “use of mobile and wireless technologies to support the achievement of health objectives has the potential to transform the face of health service delivery across the globe,” driven by a combination of factors. These include rapid advances in the development of mobile technologies and applications, growth in cellular networks and new opportunities to integrate mobile health into currently delivered services. The expansion of mobile health (mHealth) technologies has expanded across a number of areas including the use of text messaging, apps and remote monitoring. Read more

Exploring the Value of Mobile Health
By Yael Harris, PhD, MHS

Mobile health has the potential to revolutionize healthcare by transforming the provider-patient relationship. A Pew Research Center study conducted in 2010 found that four out of five adults in the United States currently own a cell phone. Contrary to popular misconception, this technology knows no social or financial boundaries as more than half of all seniors
currently use cell phones and this statistic is increasing as the population of older adults increases.\(^1\) Cell phone usage expands across all ethnic and economic groups as evidenced by studies indicating African Americans and Latinos are more likely to take advantage of the non-voice features of their phone as compared with Caucasians, and, among those with health insurance, the use of text messaging is highest among those who receive Medicaid.\(^2\) What makes mobile health truly transformative, however, is its ability to actively engage patients in their healthcare. Read more

**Strategies for Success**

**Mobile Use by Clinicians on the Rise**
*By Mary Beth Mitchell, MSN, RN-BC*

Texas Health Resources, one of the nation’s largest faith-based, nonprofit health systems, is well-known as an innovator in use of technology. With 13 hospitals live on the electronic health record, the focus has shifted to find additional opportunities to meet the ever-expanding needs of patients and clinicians alike. Mobile use continues to receive increased attention in terms of access to information and efficiency in processes. Most notable is the growing use of tablets and smartphones. Physicians are encouraged to use personal devices, and are able to access clinical applications to provide immediate access to information, such as apps for reviewing lab and other patient information from the hospital setting. More than 500 physicians across Texas Health are accessing patient data from a mobile app for the EHR, as well as 198 using a specialized app for fetal monitoring, and another 500 review EKGs on their mobile device. Read more

**Resource in Practice**

**FDA Regulation of Mobile Medical Apps**
*By Marlowe Schaeffer-Polk, JD, DO*

In July of 2011, the FDA published for consideration their “Draft Guidance for Industry and Food and Drug Administration Staff on the Regulation of Mobile Medical Applications.” This document, as well as the public hearings that followed, was a valiant attempt to anticipate and abrogate questions and concerns regarding the developing capability to transform any COTS (commercial off-the-shelf) mobile platform, i.e. iPhone, Blackberry, Android, tablet computers to a medical device. These concerns were multifactorial in nature: regulatory, financial, legal and patient safety. Legally, this is only a draft and as such, confers no rights or obligations. Read more

**Healthcare Professionals & Mobile Health IT Buzz from mHIMSS**

**LinkedIn**

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

**Do the benefits of clinician mobile use at the point of care outweigh the risks?**

While any distraction to a clinician treating patients can add to the risk of medical errors, do the benefits of access to mobile clinical tools outweigh the hazards of having mobile devices at the point of care? I say: yes - without a doubt. In a mobile usage survey conducted by Skyscape, 78 percent of pediatricians and 71 percent of oncologists credited their use of mobile clinical resources with reducing the risk of medical errors. So, physicians at least feel that having clinical decision support such as mobile apps at the point of care helps them make more confident decisions.

**Twitter**

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**

- **HIMSS12 Preconference Symposia**  
  Feb. 20, 2012  
  Las Vegas

- **HIMSS12 Pre-conference Workshops**  
  Feb. 20, 2012  
  Las Vegas

- **HIMSS12**  
  Feb. 20-24, 2012  
  Las Vegas

- **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

- **eCollaboration Forum**  
  Feb. 23, 2012  
  Las Vegas
University challenge targets NCDs with mHealth and social media

A global competition sponsored by IBM and Novartis has yielded social media and mobile technology tools that could help tackle non-communicable diseases such as asthma, diabetes, stroke and cancer. Read more

Ministry St. Clare, Advanced ICU mark six years of telehealth service

Ministry St. Clare's Hospital might be tucked into a remote corner of Wisconsin, far away from the hustle and bustle - and resources - of an urban center like Madison or Chicago. But that doesn't mean its patients shouldn't have access to 24-hour-a-day intensive care. Read more

Ottawa Hospital’s CIO explains his iPad program

In December of 2009, 16 months into my CIO posting at The Ottawa Hospital, I was wrestling with a key decision: Should I stay or should I go? Read more

HIMSS News

HIMSS Honors Three Clinicians with 2011 IT Leadership Awards

HIMSS announces the recipients of its clinician IT leadership awards: Carol Bickford, PhD, RN-BC, CPHIMS, and Kathleen Smith, MScEd, RN-BC, FHIMSS, with the HIMSS Nursing Informatics Leadership Award and Russell Leftwich, MD, FAAAAI, FCCP, with the HIMSS Physician IT Leadership Award.

Earn Continuing Education Credits at HIMSS12

HIMSS12's 300-plus education sessions give attendees countless opportunities to earn continuing education credit toward annual licensure and certification for physicians, nurses, pharmacists, project managers, and HIMSS and ACHE members. Additionally, HIMSS12 education sessions have been approved for continuing education contact hours for CPHIMS and CHCIO (new for HIMSS12). The education component of the Annual HIMSS Conference & Exhibition includes individual sessions, workshops, symposia, roundtables and e-sessions.

Social Media @ HIMSS12

The social media landscape is booming. Individuals, corporations, and hospitals and health systems alike are going online every day to connect, express opinions, and share ideas and content for mass consumption. HIMSS12 is leveraging social media more than ever to drive engagement, build community and share valuable content. As one of the most visited areas at last year's conference, the Social Media Center is the place to learn about the intersection of social technology in healthcare and to maximize networking activities at HIMSS12. Be sure to stop by during conference hours Tuesday, Feb. 21 to Friday, Feb. 24, to connect with leading health IT bloggers, social media specialists and the faces behind HIMSS social networks through educational sessions, panel discussions and meetups. The HIMSS Social Media Center is located in Halls C Lobby and open Tuesday, Feb. 21, to Friday, Feb. 24.

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.