

MEDICAL DEVICES

A QUARTERLY EBULLETIN FROM THE PEOPLE WHO BRING YOU THE MEDICAL DEVICES EXECUTIVE MINDXCHANGE

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Trend Report: Apple iPad's Future as a Medical Device? Industry Experts Weigh In

By **Brian Dolan**
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MobiHealthNews' Brian Dolan rounds up leading medical industry professionals to ask their opinions of iPad's potential success in the medical device world. While most agreed that the tech gadget would have a positive affect on the healthcare industry, general opinion about its user-friendliness and long-term impact were mixed.

The iPad definitely helps bridge some of the gaps currently present in the mobile [device continuum]. Workflow is the key to adoption and utilization in healthcare. I think the iPad will be a catalyst.

— **Tom Herzog**, VP IT and Medical Device Technologies, Cerner

I think [the iPad] is big news for healthcare providers and patients. Despite its lack of a camera, the iPad will push healthcare away from the medical office and away from the desktop.

— **Ted Eytan**, Kaiser Permanente

The iPad is not a game changer. The device seems to suffer from the usual Apple problems that make using it in healthcare difficult, namely a non-replaceable battery and AppStore uncertainty. That said, iPad seems to be a new tool for patient use and that large (9.7 inch) screen and 3G [wireless connectivity] is a big help. I agree with

New York Times columnist David Pogue that time—and the quality of the iPad's software development kit—will tell. Also, lack of multi-tasking may be an issue, but it could be fixed in an upcoming software update.

— **Rob Havasy**, Business Analyst, Partners Healthcare's Center for Connected Health.

The iPad has a better, larger interface for viewing one's personal health records and it's just portable enough to take to the doctor's office. I think the iPad may also find traction with hospice and visiting nurses teams that provide at-home care. The iPad (I hate that name) also could find a market with the elderly as it could compete with Intel's Health Guide. For acute care markets, however, I think the iPad will find limited adoption because it is too big to be truly mobile and not quite big enough for intensive medical applications. There is big potential for education, however — imagine "Grey's

Anatomy" on an iPad! That'd be cool. As a patient, I could use it to store or access my health records, including rich CT scans that I could share with my care team.

— **John Moore**, Managing Director, Chilmark Research

Will the iPad replace the iPhone for clinicians? I think not. Will it find strong adoption among care providers? Probably, but how strong? Providers will still want the performance and pocket-sized convenience of the iPhone for their phone needs, but undoubtedly a significant group will add the iPad as either their individual in-clinic device (or perhaps as a shared resource tool for multiple users). We here at Blausen Medical obviously have a dog in the fight with our Human Atlas iPhone app, we can see the dramatic enhancement in viewing our animations on a screen twice as large as the iPhone. The advantages in delivering point of care patient education are enormous, and



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coupled with the ease for new users of downloading from the iTunes App Store, or transferring already purchased apps from their iPhones, make the new iPad a natural. We believe it could drive additional momentum behind the already bubbling area of mobile communication in the healthcare vertical.

– **Bruce Blausen**, *Founder, Blausen Medical*

I join Bruce in the belief that this will drive momentum for iPad's and iPhones in healthcare. The form factor is ideal for patient education, medical image viewing and interacting with the EMR. However, point-of-care workers need a smaller footprint that can go into the pocket of their scrubs. Everyone needs more effective communication, so you can expect Voalté on both platforms.

--**Rob Campbell**, *CEO, Voalté*

iPad contains a few quick hit features that the healthcare community should be excited about: 10 hours of battery life; a (relatively speaking) cheap starting price point of \$499; a beautiful screen; and an external keyboard that attaches and docks to the device.

– **Itifat Husain**, *medical student and blogger, iMedicalApps.com*