

A Webinar on
**Digital Health: The New Rx for USA Healthcare
Ecosystem**
March 4th, 2015



Question and Answers

Q: What are some things which an ISV must keep in mind if they want to enter in Digital healthcare?

- Identify the market segment out of 16-17 area in which they want to develop a product/offerings
- Make use of the latest technologies and platforms to develop the product
- They can register themselves in Health Funding program and can get funds

Q: We have seen huge investment in last 5 years, so what you expect in coming decade?

Digitization of health care has just started, we will witness huge investments and growth in this sector in coming decades. Every year CMS and other govt bodies are coming up with new mandates and regulations. This would further boost digitization process.

Q: How is the shift of Healthcare IT from B2B to B2C helpful for people?

Yes, its very useful, People get more options for their health plans, competitions increases hence they get good services from payers. Many add-on services like preventive screening, wellness and fitness classes comes free with Health plan. Thus it helps enter into a virtuous cycle.

Q. Is there any frame work Which helps to support mobile devices, Security, Bigdata technologies and scalability?

Yes, Spring Framework supports Bigdata technologies, device detection, REST API, Application Security and many more

Q. What is IMO? and How It works?

IMO stands Intelligent Medical Objects they are having centralized hosted services which can be integrated with any healthcare application

Q. You were discussing about EMR & EHR, Are providers happy with the new EMR/EHR system?

Debate is going on this topic, most of the providers have already adopted EHR and are working efficiently but some are still struggling, moreover 1 more stage i.e. MU3 is still to come, hope to see that all existing issues are resolved and providera are able to utilise eHR/EMR to their full potential.

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Q. Isn't the patient one of the key factors in Cost, outcomes, and quality of care? With the emergence of digital health care, why isn't the patient at the center of the opportunity?

Yes, patient is one of the important key factors in cost, outcome & quality of care, In some Digital Health initiatives we find that patient is kept at the center, ISV's and other stakeholders are identifying Patients' needs and tailoring services to meet them but in some other initiatives payers or providers are at center so we can say that depending on the market segment/area Patients, Payers or Providers are at the center of the opportunity.

Q. What is the source of information for the telehealth statistics?

US Telehealth data has various sources like Ernst & Young and Forbes:

- [http://www.ey.com/Publication/vwLUAssets/EY-shaping-your-telehealth-strategy/\\$FILE/EY-shaping-your-telehealth-strategy.pdf](http://www.ey.com/Publication/vwLUAssets/EY-shaping-your-telehealth-strategy/$FILE/EY-shaping-your-telehealth-strategy.pdf)
- <http://www.forbes.com/sites/theapothecary/2013/12/28/top-health-trend-for-2014-telehealth-to-grow-over-50-what-role-for-regulation/>

Q. So how many of these mobile devices count as Medical Devices and are required to have FDA regulatory approval?

Mobile Device that can be a Medical Device

Mobile medical apps are medical devices that are mobile apps, meet the definition of a medical device and are an accessory to a regulated medical device or transform a mobile platform into a regulated medical device. The FDA is taking a tailored, risk-based approach that focuses on the small subset of mobile apps that meet the regulatory definition of "device" and that:

- are intended to be used as an accessory to a regulated medical device, or
- transform a mobile platform into a regulated medical device.

Mobile apps span a wide range of health functions. While many mobile apps carry minimal risk, those that can pose a greater risk to patients will require FDA review.

Please visit the [mobile medical apps](#) example page for a list of examples of mobile medical apps that have been cleared or approved by the FDA.

Please note: FDA's mobile medical apps policy does not require mobile medical app developers to seek Agency re-evaluation for minor, iterative product changes.

Q. How is encryption sufficient to achieve HIPAA privacy requirements for PIH?

No, Encryption is just one of the requirements of HIPAA compliance. There are other requirements as well like SSL access, Authorize data access and many more.

Q. What is the average time it takes to certify an application as PHI compliant for HIPAA?

Well it completely depends on application as there are various entities in application like patient, providers, payers.

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Q. Will you post the recording or presentation slides of this webinar?

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<http://lf1.me/uPb/>

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