What’s next for Wireless Health: A Panel Discussion

Eleanor Chye, Executive Director AT&T, Mobility Product, mHealth and Pharma, AT&T
David Inns, CEO, GreatCall, Inc (Jitterbug)
Brigitte Piniewski, MD, Chief Medical Officer, PeaceHealth Laboratories
Halle Tecco, Founder and Managing Director, RockHealth
Mark Trigsted, Executive Vice President, Healthcare, Diversinet
Steve Wheeler, Director, Business Development, Ideal Life, Inc

Moderated by Rachel Maguire, Research Director, Institute for the Future

Health Care Unbound Conference
July 11, 2011
HOW TO
SPEND LESS,
ENJOY MORE!
100s of new
exciting looks,
63 beauty tips
from top models

SUREFIRE GUIDE
TO PARTY-GOING,
GIVING & DIETING

70 fashion bargains
to own, to give:
25¢ to $25

How to have an
unlonely Christmas

What your
body language
says about you

Why are all
those nice eligible
men unmarried?
(& what you can
do about it)

12 quick ways
to get rid of stress
"I wonder if I'm pregnant"

New ACU-TEST gives you the answer. At home... in two hours.

Now there's an easy way to find out if you're pregnant. AcuTest is a safe and simple urine test for pregnancy that requires no internal examination. In tests by hundreds of women in their own homes, AcuTest's pregnancy readings proved to be 97% accurate.

You can clearly see the results of your AcuTest in just 2 hours. The appearance of a dark ring in the mirror at the base of the AcuTest kit indicates that you're pregnant. If the result of your AcuTest shows you're not pregnant, and you do not start menstruating in a week's time, you need to use a new AcuTest. If your period has not started after a second negative reading, consult your doctor.

The sooner you know if you're pregnant, the sooner you can begin to take proper care of yourself. AcuTest. Clinically tested. At your drugstore now.
proliferation of tracking devices
participatory monitoring

what if every mobile device had an air quality sensor?
Validation in academia

**The Lancet**

*Smoking cessation support delivered via mobile phone text messaging (txt2stop): a single-blind, randomised trial*

Dr Caroline Free PhD, Rosemary Knight RGN, Steven Robertson BA, Robyn Whittaker MPH, Phil Edwards PhD, Weiwei Zhou MSc, Prof Anthony Rodgers PhD, Prof John Cairns PhD, Prof Michael G Kenward PhD, Prof Ian Roberts PhD.

© 2011 Institute for the Future. All rights reserved. | SR-1415
novel practices

“Armed with DNA data, a number of early adopters are showing how empowering and beneficial to science personal genetic information can be.”
The future cannot help you unless you are willing to listen through the confusion. You cannot learn from the future if you are overwhelmed by the present or stuck in the past.”

—Bob Johansen
IFTF Distinguished Fellow
Eleanor Chye, Executive Director AT&T, Mobility Product, mHealth and Pharma,
David Inns, CEO, GreatCall, Inc (Jitterbug)
Brigitte Piniewski, MD, Chief Medical Officer, PeaceHealth Laboratories
Halle Tecco, Founder and Managing Director, RockHealth
Mark Trigsted, Executive Vice President, Healthcare, Diversinet
Steve Wheeler, Director, Business Development, Ideal Life, Inc
Eleanor Chye, Executive Director AT&T, Mobility Product, mHealth and Pharma,
David Inns, CEO, GreatCall, Inc (Jitterbug)
Brigitte Piniewski, MD, Chief Medical Officer, PeaceHealth Laboratories
Halle Tecco, Founder and Managing Director, RockHealth
Mark Trigsted, Executive Vice President, Healthcare, Diversinet
Steve Wheeler, Director, Business Development, Ideal Life, Inc