



WLSA

7th Annual Wireless Health Convergence Summit

May 22-24, 2012
Manchester Grand Hyatt
San Diego, CA

Conference Report

The Summit is presented by the WLSA with the support of our Members

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SUMMIT OVERVIEW

Nearly 300 healthcare, technology and consumer business leaders gathered in San Diego for the **WLSA's 7th Annual Wireless Health Convergence Summit** to share experiences and knowledge with the common goal of accelerating markets for wireless health technologies. Since 2006, the Convergence Summit has highlighted the best thinking and demonstrations of wirelessly enabled connected solutions for healthcare and Summit attendees have explored how we, as a community, can use these innovations to make life simpler and improve health. The 2012 conference featured more than 70 speakers over the two days of public sessions and hosted a demo pavilion with 36 exhibitors. The 2012 meeting also included private sessions for the WLSA membership and the inaugural meeting of the Wireless Health Venture Capital Thought Leaders group.

Three important topics that surfaced at the 2012 Summit were the use of prizes and competition to incentivize innovators and entrepreneurs in healthcare, the impact of consumer-driven changes in healthcare, and how to overcome resistance by healthcare institutions and physicians to changes in their workflow.

The conference sessions opened on Wednesday, May 23rd with a keynote by **David Sayen, Region IX administrator for the Centers for Medicare & Medicaid**. David addressed all of these topics, saying that CMS is seeking to redefine the delivery of healthcare through reform of payment systems and also by incentivizing the development of new outcomes-based methodology that support these shifts. CMS's Health Care Innovation Challenge in particular seeks to support innovative services and payment models that are shifting focus to consumer-centered care and it has a planned budget of \$1,000,000,000 to devote to this purpose. One observer noted that CMS efforts seem mostly focused on overcoming the harmful effects of the fee-for-service payment system that dominates US healthcare.

The Summit featured a number of presentations on the role of the lay consumer in adoption of wireless health products, particularly in the fitness and chronic disease markets. One highlight was a Wednesday afternoon keynote on Consumer Empowerment presented by **Margaret Dohnalek, Global Head of Technology Scouting at PepsiCo**. WLSA member PepsiCo is definitely not a "usual suspect" at a healthcare conference and Dohnalek spoke about PepsiCo's image repositioning and plans to dramatically increase its revenues from the "good for you" products it now produces, which account for about one-quarter of the company's revenues. PepsiCo's interest in connected health is grounded in its belief that physiological monitoring that can be integrated into daily life will be transformative for consumer purchasing habits by making them better informed about the value of dietary products tailored to their lifestyle. While these products are initially being scouted for elite athletes, they are ultimately relevant to all consumers.



Presentations by companies such as [Body Media](#) and [US Preventive Medicine](#) focused on consumer engagement and the value of ensuring that products and services fit easily into daily life, that they can become part of a daily routine and leverage personal cell phones and other technology that people already use regularly. **Sonny Vu of Misfit Wearables** emphasized the need to make wearable technologies valuable for more than just sensing and to ensure that the form factor is such that they are simple to use and don't require that users make an active choice every day.

A lively panel discussion among three companies with alternative approaches to connected diabetes care ([Glooko](#), [iBGStar](#), and [Telcare](#)) highlighted the value of offering consumers multiple options to fit technology into their daily routine. Price, convenience and access will determine consumers' choices. This is the first time in WLSA's history that it has been able to showcase three alternative connected health solutions for a common problem, all of which are in the market. This is an indication of the early stages of maturation in the market.

While consumer-based solutions are gaining ground, many presenters highlighted the continuing challenges in the implementation and adoption of wireless health solutions in the hospital or clinical environment. **Serial healthcare entrepreneur Jim Sweeny** described his newest company, TangramCare, and pointed out that without government support for new technologies, reimbursement remains the biggest barrier to adoption. During a panel discussion on Innovation, Investment and the FDA, **Beth Seidenberg, partner at leading investment firm KPCB**, highlighted this challenge, stating that what investors want most is a clarity on the market opportunity, which includes an understanding of reimbursement issues, as well as an understanding of the regulatory roadmap.

SUMMIT OVERVIEW

USC's Leslie Saxon lead an engaging discussion of finding and validating innovation for the provider community. She highlighted young companies such as **AliveCor** that are empowering patients to manage not just their fitness and lifestyle, but their overall healthcare. As patients become more familiar with the technologies that are available, they are beginning to demand more from support for these technologies from their providers. In a related session, **John Doyle of Ascension Health** described an innovative arrangement with Devi Shetty of Naravana Hrudayalava Hospital in Bangalore to build a new hospital in the Caribbean and import to the U.S. innovative approaches to efficiency that have been developed by Dr. Shetty's organization.



David Albert & Leslie Saxon

The Thursday, May 24th sessions featured the annual **Triple Tree iAward** presentations, where 12 companies selected from a pool of 160 applicants presented their highly innovative, impactful wireless health solutions. Winners were chosen in each of three categories: Operational Innovation, Clinical Innovation & Consumer Innovation.

HomeCare HomeBase was awarded in the Operational Innovation category for their comprehensive, mobile and fully integrated Web-based software system that improves the administrative, clinical and financial operations for homecare. **Telcare** was chosen for their cellular-enabled blood glucose meter that instantly transmits glucose values to a care-management server and provides instant feedback and coaching to patients with diabetes, and **Silverlink/Aetna** was awarded in the Consumer Innovation category for their texting program that helps educate, motivate and monitor people with diabetes to more easily and successfully control their condition and avoid costly complications.



The iAward Winners

Several other prize announcements were made at the summit, including **Janssen Healthcare Innovation's** announcement of the winner of its crowdsourcing-inspired **Connected Care Challenge**. **Kim Park, Partner, Janssen Healthcare Innovation at Johnson & Johnson**, presented the \$100,000 prize to Discharge Decision Support System (D²S²) during a session on Wednesday morning. Kim later joined **Bruno Leroy of Sanofi** and **Harry Greenspun of Deloitte LLP** on stage for a discussion of the growing potential for integration of wireless health technologies into the traditional life sciences development.



Rob McCray, Dr. Paul Jacobs,
Rod Roddenberry, Dr. Henry Tirri,
& Dr. Peter Diamandis, MD

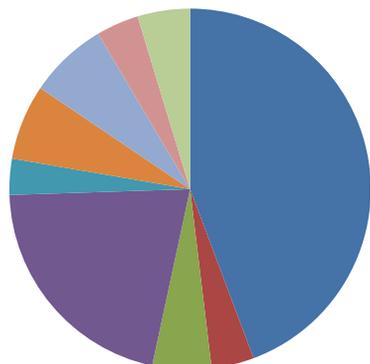
The biggest excitement during Thursday's session came with the announcement of the **Nokia Sensing X CHALLENGE**, a **\$2.25 million global competition** intended to inspire the development of a new generation of health sensors and sensing technologies that can drastically improve the quality, accuracy and ease of monitoring a person's health. The announcement was made by the **X PRIZE Foundation** Chairman and CEO, **Dr. Peter H. Diamandis**, and Nokia Chief Technology Officer and Executive Vice President, **Dr. Henry Tirri**, during the morning keynote address. This announcement was followed later in the day by a panel discussion hosted by WLSA CEO Robert B. McCray and included Dr. Diamandis and Dr. Tirri, as well as Chair of the Qualcomm Foundation and Chairman of the Board and Chief Executive Officer of Qualcomm Inc., Dr. Paul Jacobs, plus Co-Founder and Board Chair of The Roddenberry Foundation, Rod Roddenberry. ([Watch the video.](#)) The group discussed how the \$10 million **Qualcomm Tricorder X PRIZE and \$2.25 million Nokia Sensing X CHALLENGE** bring value by stimulating innovation and providing an outlet for scientists and

entrepreneurs to develop affordable healthcare solutions, as well as driving consumer awareness and demand for the implementation of these technologies into their healthcare routines.

This brief synopsis highlights some of the public discussions at the Convergence Summit. The full agenda is available for [download here](#). Much of the business discussions and knowledge sharing that occurs at the Summit took place in private meetings, whether arranged by WLSA in our structured networking session or by the participants in pre-planned and impromptu meetings. This is the value of the community at work.

Highlights from the Convergence Summit

Summit Attendance by Industry



- Healthcare Technology - 44%
- Payor/Provider - 4%
- Marketing/Media - 5%
- Technology - 21%
- Academic/Govt - 3%
- Investment/Finance - 7%
- Association/NGO - 4%
- Research/Consulting - 4%

Summit Exhibitors

AnyData	Dexcom	MC10	San Diego Beacon Project
Aventyn	Eviti	Medical Tactile Inc	& Geneva Healthcare
AwarePoint	Fitlinxx	mHealth Coach	Silverlink & Aetna
Body Media	Glooko	mHIMSS	Sotera Wireless
Calgary Scientific	Haptique	MicroSemi	Telcare
Cambridge Consultants	HomeCare HomeBase	Mobile Heartbeat	UK Trade & Investment
Centene Corporation	imec	PillJogger	US Preventive Medicine
Cooley LLP	Independa	Qualcomm Life	Watermark Medical
Consult-a-Doctor	InterDigital	Qualcomm Wireless Reach	WellAware Systems
CureMD	Lifecomm		YoFiMeter

Selected Media Coverage and follow-up

- MobiHealthNews: [PepsiCo tests the wireless health waters](#)
- UT San Diego: [Wireless healthcare firms searching for market inroads](#)
- Xconomy: [Wireless Health Summit Showcases Incentive Prizes as Tool for Change](#)
- Xconomy: [Nokia joins X PRIZE in \\$2.25M Wireless Health "Sensing Challenge"](#)
- MobiHealthNews: [FDA is heading in right direction now](#)
- mHIMSS: [WLSA's Convergence Summit: Is the healthcare revolution here yet?](#)
- Huffington Post: [Nokia Sensing X CHALLENGE](#)



Haptique
In the Innovators Pavilion



Rick Valencia, Chuck Parker
& Glenn Lurie



Qualcomm Life
in the Innovators Pavilion