



8th Annual Wireless Health Convergence Summit

May 28-30, 2013
Omni Hotel | San Diego, CA

Conference Report

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

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AirStrip Technologies	DexCom	Midmark	Sothorn California
AliveCor	DuoFertility	Myca	Biotechnology Center
Ascension Health	Eli Lilly & Company	OJ BIO	Telbios
AT&T	EMSC	Partners Healthcare	TelCare
Aventyn	Epstein Becker	PatientSafe Solutions	The California Endowment
Body Media	Ernst & Young	PepsiCo	The Sexton Company
Brightstar	FitLinxx	Persistent Systems	Tictrac
Calgary Scientific	GreatCall	PillJogger	Triangle-E Medical
California Health Care Foundation	Happtique	Qualcomm Life	Technologies
Cardiocom	imec	Quintiles	Triple Tree LLC
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Case Western Reserve	Interdigital	Roche	US Preventive Medicine
Celltrack	InTouch Health	Sanofi	Vancive Medical
China Mobile	ImageWare Systems	Santech	Technologies
Comunicano	Isansys	Scanadu	Walgreens
Convergent Medical	Johnson & Johnson	Service Wing Healthcare	Wellaho
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DDSTUDIO	MC10	Sierra Wireless	YoFiMeter
	mHealth WRx		Zephyr Technology

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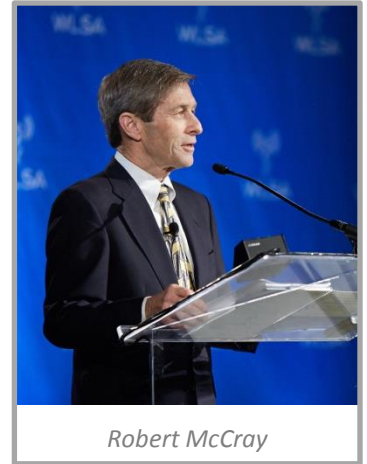
Supporting Organizations:



SUMMIT OVERVIEW

The **8th Annual WLSA Convergence Summit** took place May 28-30, 2013, at the Omni Hotel in downtown San Diego. The 2013 conference featured nearly 60 speakers over the two days of public sessions and hosted a demo pavilion with 38 exhibitors. The 2013 meeting also included private sessions for the WLSA membership, the presentation of Triple Tree's iAwards for Connected Health, and the annual meeting of the Wireless Health Venture Capital Thought Leaders group, hosted by Cooley LLP. With 275 attendees plus media and analysts, the Summit continues to be a significant meeting fostering conversation, collaboration and inspiration in the connected health industry.

The discussions and presentations at the 2013 Summit were indicative of the maturation of the industry over the past few years, no longer focusing on what technologies could or should be developed, but instead focusing on breaking through barriers to widespread implementation and adoption of connected health products and services. **WLSA CEO Robert McCray** kicked the conference off on Wednesday morning with an introductory keynote on the **Engaged Health Consumer**, stating that in order to reduce the strain on our healthcare system, consumers across the world must be empowered to form better health habits and exercise greater control of their own healthcare services. **Joseph Kvedar**, MD, director of the Boston-based [Center for Connected Health](#), followed up with a discussion of the use of analytics to identify behavioral biomarkers as well as health biomarkers to create the right intervention programs for the right patients at the right time. **Harry Greenspun**, MD, of the Deloitte Center for Health Solutions also touched on this issue, noting that behaviors that we don't think of as being related to health – such as credit scores – are often the best predictors of health outcomes and must be considered when devising prevention and intervention strategies. In an interactive session later



Robert McCray



Teams hard at work during the Engaged Consumer Interactive Session

that morning led by [DDSTUDIO's Ant Creed and Charles Curbbun](#), the audience worked together to brainstorm concepts and create messaging that could be used to create action around the Engaged Consumer concept. The ideas that came out of this session will be made public and will help to guide WLSA initiatives in the coming year. The theme of the Engaged Health Consumer was carried into the second day of the Summit during a panel discussion hosted by **Jeff Arnold**, CEO of [Sharecare](#). He and panelists **Brendan Gallagher** ([Digitas Health](#)), **James Fowler**, PhD ([UCSD](#)), and **Daniel Kraft**, MD ([Singularity University](#)) focused their conversation on the power of social networks to impact health behavior, citing research that the peer-pressure of a comment made via Twitter is significantly more powerful in changing behavior among friends than programs guided by health practitioners. Harnessing this potential will be key to the future of connected health.

The skyrocketing growth in **investment in the connected health space** was also a topic of much discussion at the Summit. **Christine Robins**, CEO of [BodyMedia](#), gave an update on her company's recent acquisition by Jawbone and made the case that this new partnership opens the door for broader integration of health sensors into mainstream consumer technology. A panel of strategic investors including **Jack Young** (Qualcomm Life Fund), **Sam Brasch** (Kaiser-Permanente Ventures), **Nick Augustinos** (Cardinal Health) and **Rafael Torres** (GE Healthymagination Fund) provided their insight into the shifting focus of healthcare investors. In particular, they agreed that institutional investors are no longer looking for pure medical device companies but rather are interested in those that can provide services and analytics to help consumers and healthcare practitioners understand and take action from the health and behavioral data being generated.



Jack Young, Sam Brasch, Nick Augustinos and Rafael Torres discuss Connected Health Investments

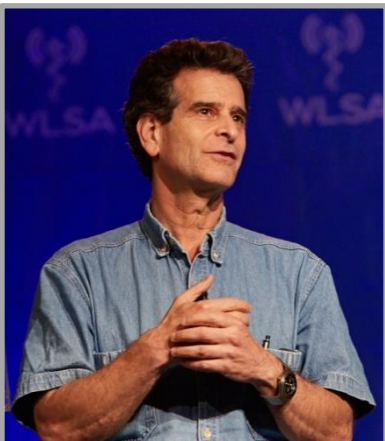
Several successful young companies operating in the clinical space offered their experiences and **Lessons Learned** as they have begun implementing their disruptive technologies into hospitals and clinics. **Gunnar Trommer** of Sotera Wireless discussed the need to find champions within the system to act as change agents both on the hospital floor and within the upper management, as well as the importance of iterating technologies and workflows in direct collaboration with end users.

SUMMIT OVERVIEW

Yulun Wang, CEO of [InTouch Health](#), brought the RP-Vita robot on stage to demonstrate the power of Telemedicine 2.0. With over 800 active installations, InTouch Health has worked with hospitals to develop complete solutions, not just technology, designed to improve access to specialized care in high-acuity settings. The investor panel also commented on the importance of innovations that not only address a real problem within the hospital/health system but can be implemented into an existing system with minimal (or at least well thought out) impact on existing workflows. **Shamus Husheer**, CEO of [DuoFertility](#) which recently launched in the US after several years of success in the UK, said “it’s about the money.” Solutions have to work well for the patient, the doctor, and the payer, and while efficacy gets you to the table, the business model has to make sense for all involved in order to be prescribed and implemented.



Don Jones (Qualcomm Life) hosts a discussion on early successes with Aaron Rowe (Scanadu), Jeremy Jauncey (Tictrac) and Shamus Husheer (Duofertility)



Dean Kamen

The ever-increasing potential for mobile connectivity to improve health outcomes in the developing world is always a key topic at the Convergence Summit and 2013 was no exception. Panelists **Li Qin Xu** of [China Mobile](#) and **Zhon Yuan Li** of China Healthcare Holdings discussed the growing demand for mobile health services by the rising middle class in China. China Mobile now has a US-based research team actively scouting for technologies that can be implemented in China. **Ralph Simon** (Mobilium International) gave a keynote on the growth of the African market for connected health, driven by the fact that Sub-Saharan Africa already carries 24% of global disease burden and is now starting to see the western diseases manifest as urbanization occurs. With 620M mobile phones in Africa, distribution of health information is improving but there is much more to be done. **Dean Kamen** ([DEKA Research](#)) spoke about his partnership with Coca-Cola, which has developed kiosks that generate electricity and clean water in places that would otherwise have neither. Kamen challenged the audience to join him in addressing the health access gap in underserved communities across the world by working with his team to implement healthcare services that can make use of the power and water that will be available when the [Slingshot systems](#) are distributed.

The Wednesday afternoon sessions featured the annual [Triple Tree iAward presentations](#), where 12 companies selected from a pool of 150 applicants presented rapid-fire presentations on their connected health solutions. Winners were announced Thursday, chosen in each of three categories:

- Clinical Effectiveness: **Healthsense**
- Consumer Engagement: **AgaMatrix**
- Operational Effectiveness: **CyraCom**

[Healthsense](#) was awarded for technology-enabled solutions for the senior care continuum, [Agamatrix](#) for their iPhone connected remote blood glucose monitoring and diabetes management platform, and [CyraCom](#) for their language translation solutions for hospitals. In addition, TripleTree designated [Asthmapolis](#) as the recipient of its 2013 *Horizon Award*, recognizing the company’s unique advancements in chronic disease management via connected health. The other iAward finalists featured at the 2013 Convergence Summit were AliveCor, Carenet Healthcare Services, CareTicker, Change Healthcare, Etransmedia, Evice Health, Qualcomm Life, and Trice Imaging.

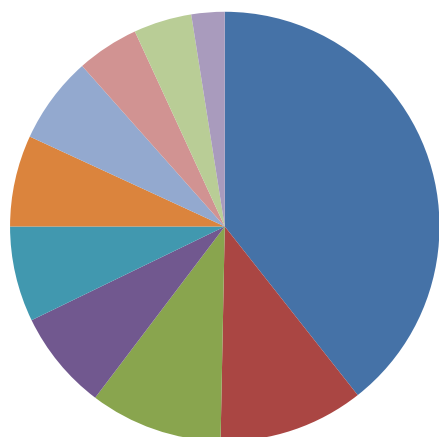
This brief synopsis highlights some of the public discussions at the Convergence Summit. The [full agenda is available for download](#) on the WLSA site. Much of the business discussions and knowledge sharing that occurs at the Summit took place in private meetings, whether arranged by WLSA in our structured networking session or by the participants in pre-planned and impromptu meetings. The conversations begun at the 2013 Convergence Summit will continue throughout the year with webinars, small events, and private briefings hosted by the WLSA. The year will culminate with the [Wireless Health 2013 Conference](#), hosted by WLSA in cooperation with Johns Hopkins University, November 1-3. In keeping with the theme of the Summit, WLSA’s work in the coming year will continue to focus on the creation of a consumer movement that demands access to products and services that support health and wellness.



Yulun Wang & RP-Vita

Highlights from the Convergence Summit

Summit Attendance by Industry



- Healthcare Technology - 39%
- Marketing/Media - 11%
- Technology & Infrastructure - 10%
- Association/NGO - 7%
- Investment/Finance - 7%
- Biotech/Pharma - 7%
- Payor/Provider - 7%
- Research/Design - 5%
- Academic/Government - 4%
- Other - 2%

Summit Exhibitors

Agamatrix
AliveCor
Asthmapolis
Aventyn
Body Media
Calgary Scientific
Cambridge Consultants
Caret Healthcare Services
Case Western Reserve
Cooley LLP
Cyracom

DD Studio
Duofertility
Epstein Becker
Etransmedia
Evide Health
FitLinxx
Healthsense
Healthy Circles
ImageWare Systems
imec

Independa
InTouch Health
mHealthWRx
Microsemi
OJ BIO
Patient Safe Solutions
Persistent Systems
PillJogger
Qualcomm Life
Scanadu

Southern California
Biotechnology Center
ServiceWing
Sharecare
Sotera Wireless
TelCare
Trice Imaging
Triple Tree LLC
Vancive Medical
Technologies
Zephyr Technology

Selected Media Coverage and follow-up

UT San Diego: [The Latest Health Gadgets](#)

Xconomy: [There's Less Pie in the Sky as Wireless Health gets Connected](#)

Internet Health News: [Wireless Connectivity Can Help Patients Become Their Own Doctors](#)

mHIMSS: [Putting the "fun" back into healthcare](#)

MDDI: [FDA's Regulation of Mobile Medical Apps Will Probably Confuse You](#)

mHIMSS: [New mHealth business models](#)

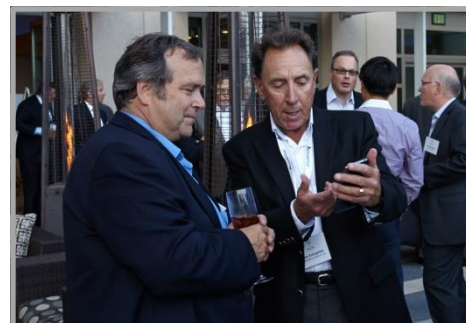
InfoWorld: [Big Brother Tech Might be America's Last Hope for Health](#)



Scanadu
In the Innovators Pavilion



Speed Dating Sessions



Networking at the
WLSA Members Reception