Achieving better research and clinical outcomes in mHealth age

Mobile technology, though at the beginning of its development, is already proving to be a great enhancer across the medical system. Our healthcare systems must adopt the efficiency and efficacy improvements offered by mobile health, from companion diagnostics, to recruitment of patients for clinical studies, to achieving better clinical outcomes more efficiently. If we are to meet the needs of our patients and expand our understanding of disease, mHealth offers revolutionary opportunities. Diabetes is an obvious illustration, as 387 million people have diabetes, over half of whom live in Asia-Pacific—but the challenges cut across all chronic diseases. These patients feel alone, depressed, and often have only their physician for any support. They struggle to maintain diet, exercise, medication adherence, and all that is good for them. The widespread adoption of mobile phones can help create a more robust support systems for patients, resulting in improved outcomes, but early studies have shown mixed results due to the heterogeneity of approaches. It is becoming clear that simple, one-directional informational messages are not enough to support sustained behavior change. Instead, the richer and multifaceted platform that gives all stakeholders right tools and support can be transformative. A platform that puts the patient in the center of a holistic system empowers patient's team—all the providers plus patient's own network—to motivate the patient on a sustained and continuous basis. As the majority of interaction can be automated, and many other tasks can be shifted to appropriate junior professionals or patient's social network so that physicians and

other highly trained providers can focus on specialized tasks, raising the efficiency of the entire system. In addition to clinical applications, mobile health systems provide fascinating opportunities to researchers, ranging from speeding up patient enrollment, to collecting more robust datasets, opening up new research areas which were previously logistically and financially prohibitive to explore. The presentation will illustrate these principles and first round of data around a new platform being tested in Asian countries