

Smart Phones and Tablets: Delivering Tech Tools to Ob-Gyns

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Conflict of Interest

1. Writer for **UpToDate**
2. Owner of Dell desktop, Kindle, iPad, Logitech keyboard case, and iPhone

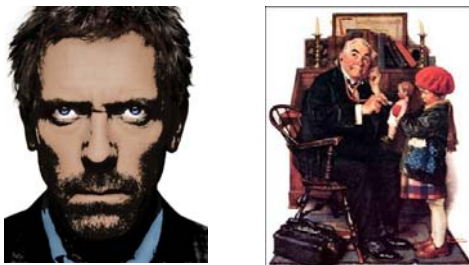
Objectives

1. Discuss the rationale for Ob-Gyns to use technology
2. Explore the role of handheld devices to increase work productivity
3. Use recommended apps to enhance patient care

The Hidden Objective



The Issue



The Issue

The New York Times

May 30, 2013, 12:01 am

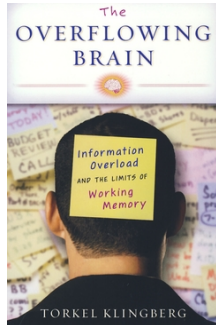
New Doctors, 8 Minutes Per Patient

By PAULINE W. CHEN, M.D.



The Issue

25,000 biomedical journals in circulation



Technology Can Improve

Email

Excel

EMR



Tablets

Smartphones

Apps

Web

Video-conferencing /
telconsultations

emrmeaningfuluse.blogspot.com

Know Yourself and Your Patients

Born in year	Name	Formative Era
1901 – 1924	Greatest Generation G.I. Generation	WWI / Prohibition
1925 - 1942	Silent Generation	Great Depression / WWII
1943 – 1960	Baby Boomers	Superpower America
1961 – 1981	Generation X	Consciousness Revolution
1982 – 2004	Generation Y Millennial Generation	
2005 – present	Generation Z Homeland Generation	

Strauss W and Howe N 1991, 2000, 2007

Know Your Patients – Generation Y

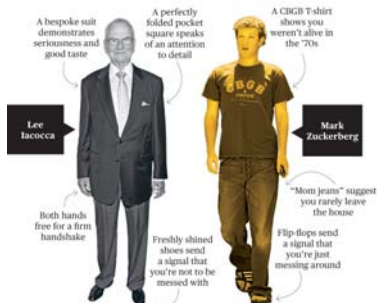


Millennials

Millennial / Net / Global Generation

Generation Next / We

Know Your Patients– Baby Boomers vs. Generation Y



Davila D idaconcepts.com 2010

Digital Dinosaurs vs. Immigrants vs. Natives



"No, you weren't downloaded.
Your were born."



The Most Social Media Friendly Hospitals for 2013

1. Mayo Clinic
2. Cleveland Clinic
3. U.T. M.D. Anderson Cancer Center
4. Mount Sinai Medical Center, NYC
5. U. of Michigan Hospitals
6. Dana Farbar Cancer Institute, Boston
7. City of Hope, Duarte, CA
8. OHSU, Portland, OR
9. U. of Wisconsin
10. Brigham and Women's Hospital, Boston

MHAdegree.org

ACOG Today Nov 2012



www.markseigel.com



[http://icahn.mssm.edu/about-us/
services-and-resources/faculty-resources/
handbooks-and-policies/faculty-handbook/
institutional-policies/social-media-guidelines](http://icahn.mssm.edu/about-us/services-and-resources/faculty-resources/handbooks-and-policies/faculty-handbook/institutional-policies/social-media-guidelines)

Which Apps Do You Use?





Keyboard Cases

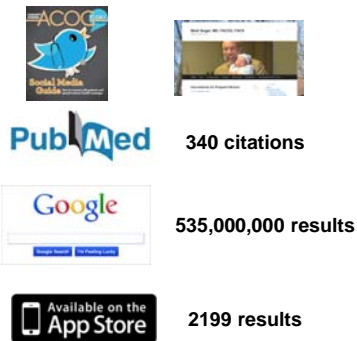
	Price	Width	Weight (lbs)	Rechargeable Battery	Full-Size Keyboard	Protects Screen When Closed	Protects Back	Works With Film Protectors	Typing With Portrait Orientation	Typing Angles	Screen On/Off*
FOLIO CASES											
Adont Writer 2	\$99.99	0.89"	1.01	No	No	Yes	Yes	Yes	No	Many	Yes
Belkin Keyboard Folio	\$99	1.1"	~1.5	Yes	No	Yes	Yes	Yes	No	1	No
Kensington KeyFolio Pro	\$99.99	1.25"	1.55	Yes	No	Yes	Yes	Yes	Yes	1	No
Padacs Rubata 2	\$79.95	~1.3"	~1.5	Yes	No	Yes	Yes	Yes	No	2	No
Targus Versavu	\$99.99	1.35"	1.4	Yes	No	Yes	Window**	Yes	Yes	1	No
CLAMSHELL CASES											
Clamcase	\$149	0.95"	1.7	Yes	No	Yes	Yes	No	No	Many	Yes
Crux360 Gamma	\$149	0.8"	1.55	Yes	No	Yes	Window**	Yes	No	Many	Yes
ALTERNATIVE CASES											
Logitech Fold-Up Keyboard	\$129.99	~0.75"	1.3	Yes	Yes	No	Yes	Yes	No	1	No
Logitech Keyboard Case by Zagg	\$99.99	~0.45"	~0.80	Yes	No	Yes	No	Yes	Yes	1	Yes

*Uses magnets to auto-lock iPad screen
**Cut-out window exposes portion of iPad back

Ahn D imedicalapps.com 2012







Methodology on Selection of Free Apps



Types of Apps




1. Non-medical apps critical for health care providers
2. Journals
3. Medical language translators
4. Drug reference
5. Medical calculators
6. General reference
7. Patient education
8. Just for fun

Critical Non-medical Apps




App Icon	Name	Description
	Dropbox	Storage of files accessible anywhere
	Notability (\$0.99)	Writing notes, reading pdfs
	UPAD	Reading pdfs, writing notes, storage of images
	Evernote	Storage of notes, photos, voice reminders






Journals

App Icon	Name	Description
	Feedly	Website articles in easy, pleasing manner
	Lancet	
	Green Journal	





Medical Language Translators

App Icon	Name	Description
	Medibabble	Medical translation with yes/no answer
	Google Translate	Translation of spoken/written text
	Dragon Dictation	Hands free text input




General Drug Reference

App Icon	Name	Description
	Medscape	Easy search, interaction checker
	Epocrates	One screen display, images, pill ID
	MicroMedex	

Medical Calculators

App Icon	Name	Description
	MyScript Calculator	Handwritten math expressions
	Calculate by QxMD	Clinical calculator, pregnancy wheel
	Epocrates Calculator	Unit conversion
	Medscape	Clinical calculator, easy search



Ob-Gyn Drug Reference

App Icon	Name	Description
	STD Tx Guide	Treat STDs from guidelines & MMWR
	Contraception	Medical eligibility criteria
	Lactmed	Info about drugs and breastfeeding




General Reference

App Icon	Name	Description
	Medscape	Drugs, info, procedures for practitioners

Additional Reference

App Icon	Name	Description
	ACOG	Tools, resources, & clinical guidelines
	AHRQ ePSS	Relevant USPTF recommendations




Patient Education

App Icon	Name	Description
	Draw MD	Communication tool with patient
	Web MD	Sx checker, conditions, drugs
	First Aid	American Red Cross emergent info

Patient Education (cont'd)

App Icon	Name	Description
	Mayo Clinic Pregnancy	Guide to pregnancy
	Contraction Timer -- iBirth	
	My Days – Period & Ovu	Tracks periods, predicts days of fertility
	My Pill	Pill reminder

Just for Fun Apps

App Icon	Name	Description
	BabyNames	Help in choosing a name
	Eponyms	Medical eponyms
	3M Littman SoundBuilder	Heart auscultation tool

Conclusions

1. Handheld devices can increase work productivity
2. Recommended apps can enhance patient care by improving H&P efficiency, assisting decision-making, providing

Further “Reading”

- iMedicalApps.com
 - reviews, links, frequently updated “top apps” lists
- medicalappjournal.com
 - index and review apps used by healthcare professionals in clinical care

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