Increasing Access Through Professional Development & Technology

K. Todd Houston, PhD, CCC-SLP, LSLS Cert. AVT
Professor & Director, Telepractice & eLearning Lab
School of Speech-Language Pathology & Audiology
The University of Akron, Akron, OH
Improved Patient Engagement Leads To Better Outcomes
Tools of Engagement: Creating Access

- Digital Health
- Mobile Health (mHealth)
- Telemedicine / Telehealth / Telepractice
- Social Media
- Social Networking
- The Internet of Things / The Internet of Everything
Convergence of Technology & Health Care

Technology:
- Smartphones,
- Tablets,
- Notebooks

Broadband Internet

Lowering Costs:
- ACA, Market Pressures

Social Media/
Networks:
- Connections

Increased
Demand for
Digital Health, Telehealth

Any Service,
Any Place,
Any Time
Digital Natives vs. Digital Immigrants

- MP3s
  - JAMBA JUICE
  - FLAMING LIPS
  - FACEBOOK

- VINYL
  - OVALTINE
  - ROLLING STONES
  - PHONE BOOK
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<tr>
<th>Digital Natives Prefer:</th>
<th>Digital Immigrants Prefer:</th>
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<tr>
<td>• Receiving info quickly from multiple sources</td>
<td>• Controlled release of info from limited sources</td>
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<td>• Multitasking and parallel processing</td>
<td>• Single or “focused” tasks</td>
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<td>• Pictures, sounds and video before text</td>
<td>• Often prefer to get information from text</td>
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<td>• Hyperlinked sources</td>
<td>• Greater need for private and personal space for introspection</td>
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<td>• Interacting in “real-time”</td>
<td>• Like info presented linearly, logically and sequentially</td>
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<td>• User generated content</td>
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<td>• Learning that is instant, relevant and fun</td>
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The speed of change

Retail will change more in the next five years than it has in the last 50 years—and faster than any of us can imagine...

Social Media
- Time to 50% Consumer Adoption: 3.5 years

Broadband Internet
- Time to 50% Consumer Adoption: 10 years

Mobile
- Time to 50% Consumer Adoption: 15 years

Television
- Time to 50% Consumer Adoption: 28 years

Radio
- Time to 50% Consumer Adoption: 31 years

This chart is drawn from "Who are the Millennial shoppers? And what do they really want?" from Outlook 2013, No. 2, an Accenture publication. Copyright 2013 Accenture. All rights reserved.
Adults + Social Media + Healthcare

A study of 23,000 consumers found:

- Facebook: 94%
- YouTube: 32%
- Twitter: 18%
How are adults using the Internet for healthcare?

- 85% have read someone else’s commentary about health or medical issues online.
- 59% seek out health information while online.
- 25% of all U.S. adults use the Internet.
Adults + Social Media + Healthcare

A study of 23,000 consumers found:

- 25% Likely/Very Likely
- 32% High/Very High
- 14% Websites & Social Media
- 50% Hospital & Medical Provider
- 7.5% Very Low

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Trends

Digital Healthcare

Professional Preparation

Practitioners
“There will be more healthcare innovation in the next 3 years than we’ve seen in the past 10 years.”

Jeff Arnold, Chairman & CEO - Sharecare
Healthcare Access of the Future

According to the American Medical Association, 70% of doctors visits and 40% of ER visits could be avoided through telemedicine.

Increasingly, early interventionists, speech-language pathologists, teachers of the deaf, and audiologists are adopting models of telehealth & telepractice to serve more children and adults with hearing loss.
Mobile Devices/Smart Phones – Use by Digital Natives

- One out of four cell phones in the US are smart phones
- Growth rate outpacing that of PCs TEN-FOLD
- Mobile devices are displacing laptops.
Mobile Health (mHealth): Will Transform Health Care

- 25% Physicians using mobile technology to provide patient care
- 97,000 health & fitness apps
- 93% physicians believe that mobile health apps can improve patients’ health
- Top 10 health apps generate up to 4 million free & 300k paid downloads per day
- By 2017, mobile health revenue will reach $26 billion
mHealth

- Handheld & wearable devices will allow us to have our own personal “health” dashboard.

- Individuals with hearing loss will be able to monitor their hearing technology’s response to sound, spoken language, or their environment – in real time.
mHealth = Community-Based Interventions

Using smartphones, tablets or laptops to connect in meaningful situations/contexts – just in time learning, contextual learning & coaching
Smart Phones to Smart Houses

The Internet of Everything
Smart Phones to Smart Houses

- Caregiver alerts, alarms
- Voice prompts
- Smart beds to monitor sleep cycles, other health related conditions
- Vital sign monitoring
- Auditory access/background noise
- Televisions with built-in Internet access & webcam ~ “Telepractice” ready
The Internet Of Everything

Source: BI Intelligence Estimates
The Promise of Digital Health

Connecting:

Anything

Anyone

Anyplace
Any service
Any network

Anytime
Access + Engagement = Improved Outcomes
Education & Engagement

- All practitioners – physicians, audiologists, speech-language pathologists – must develop digital literacy.
  - Inservice & preservice training
  - Communities of Learning

- Social and digital media is about engagement with our patients.

- If we are going to treat them, we have to reach them – using the technology and platforms they – our patients – are using.