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Alliance Chair Offers Keys to Success

September 8, 2003 - To successfully implement and use mobile technology, health care organizations must focus very sharply on outcomes they wish to achieve via the technology. This was the message from Becky Quammen, CEO of the Quammen Group and chair of the Mobile Healthcare Alliance, during a presentation at this week's National Conference on m-Health and EOE.

During her presentation, titled "Report from the Trenches: Successes and Failures in Mobile Health," Quammen outlined three key tips for health care organizations seeking to launch mobile health care initiatives. First, whether it's automated processes, hardware, intranets or Web portals, organizations must make effective use of that which already is available in-house, she said. Second, staff members must cease creating new processes that avoid using currently deployed technologies; for example, information that exists online should not be faxed, she advised. And third, mobile health projects must place firm emphasis on automating the collection of data and accessing automated data.

"Further, any mobile technology must help clinicians with workflow," she added. "It must not be an impediment." Mobile health applications must be seamlessly integrated into the workflow of caregivers; additionally, they must be intuitive, requiring virtually no training, along the lines of Amazon.com, Quammen said.

The Third Annual National Conference on m-Health and EOE, September 7-10 in Minneapolis, is co-sponsored by the Medical Records Institute, Newton, Mass., and the Mobile Healthcare Alliance, Washington.