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MoHCA Chair Rebecca Quammen Keynotes National Conference

Delineates Success for Healthcare Mobile Technology Initiatives

Winter Park, Fla. – September 9, 2003 –In her keynote address at the National Conference on m-Health and EOE, Quammen Group CEO Rebecca Quammen, gave encouraging news to healthcare professionals trying to improve effectiveness of their organizations through technology. The current state of mobile technology has advanced so rapidly, she stated, that it has now become a critical component of many healthcare IS strategies.

Quammen, who chairs the Mobile Healthcare Alliance (MoHCA), foresees mobile technology as a definitive means to balance healthcare's need to meet both clinical and financial objectives. In her presentation, *Report from the Trenches: Successes and Failures in Mobile Health*, she draws on her consulting experience and industry involvement to comprehensively explore the subject.

“To successfully implement and use mobile technology, healthcare organizations must focus very sharply on the outcomes they wish to achieve with its use,” said Quammen. “Without a clear strategy, initiatives can fall short of management expectations.”

Citing real-world examples, she defined key components necessary for successful implementation of mobile technology initiatives in healthcare organizations. She emphasized that the existing in-house technical infrastructure must be leveraged, and it's critical that staff members make best use of currently deployed technologies.

Additionally, she asserts that mobile health projects must focus on automating collection of data and staff access to automated data.

“Another challenge for mobile health applications is to be intuitive and seamlessly integrate into clinical workflow. Only then does mobile technology become a useful tool, rather than an impediment, to caregivers,” Quammen said, listing clinician utilization statistics resulting from a recent successful implementation.

About the Conference

The Third Annual National Conference on m-Health and EOE, held September 7-10 in Minneapolis, is co-sponsored by the Medical Records Institute and the Mobile Healthcare Alliance. A copy of Quammen’s presentation may be viewed at www.quammengroup.com

About Quammen Group

Focused solely on healthcare, The Quammen Group is a full-service consultancy, specializing in business planning and management, information systems design and deployment, and outsource IT support. Based in Orlando, Florida, the Quammen Group provides a wide range of strategic, advisory and management services to healthcare providers and technology suppliers nationwide. Led by Rebecca Quammen, the team of highly experienced professionals blends with client organizations, enriching industry knowledge, performance and value to achieve client objectives. For more information, visit www.quammengroup.com or call 407-539-2015 x224.