CTIA November Webcast and Blog to Focus on mHealth

Innovative wireless technology is reshaping the healthcare landscape in America and around the world, and the November “Wonder of Wireless” (WOW) webcast (http://www.ctia.org/) focuses on new applications, developments, and policies which can provide consumers even more value and better health.

This is particularly true in chronic disease treatment, since more than 45 percent of the U.S. population suffers from at least one chronic condition and approximately 25 percent have multiple chronic conditions, such as congestive heart failure, diabetes and chronic obstructive pulmonary disease (COPD).

Out of the $2.2 trillion spent on healthcare in the U.S., $1.4 trillion is spent treating chronic diseases. If patients suffering from congestive heart failure, diabetes and COPD agreed to have their doctor monitor them remotely via mobile wireless applications, (i.e. monitor patients’ health and track and guide self-care beyond the doctors’ offices), experts say the savings would amount to $21.1 billion per year by reducing emergency care, hospitalization and nursing home costs.

This month’s WOW webcast and the CTIA blog (www.ctia.org/blog) will feature stories and insight on how wireless can help all of us lead healthier lives. In this month’s Wireless at Work, CTIA talks to WellDoc President and COO Anand Iyer about his company’s efforts to provide patients with chronic diseases new capabilities to improve their personal health.

We also hear from A&D Medical’s National Sales Manager Chris Fickle, who demonstrates a device that combines Bluetooth with cellular technology to better monitor a patient’s blood pressure.

In the November Industry Insider, Meridian Health’s Director of Consumer Technology and Service Development Sandra Elliott discusses the many ways in which consumers see the benefits from mobile innovations and developments in healthcare.

Advances in mHealth applications and devices are happening at a rapid pace, but there’s a growing need for more spectrum to meet the increasing demand. November’s Policy Point highlights the need for additional spectrum and points to some solutions that ensure America’s wireless industry has this vital resource.

Finally, we hear about J.P. Failor’s lifesaving wireless call in this month’s Wireless Lifesaver. Together with his father on a hunting expedition, he tells us about what happens when he sees another hunter in terrible distress.

To watch the November WOW webcast, please visit:

http://www.ctia.org/consumer_info/wow/index.cfm/2010/11/

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