

# OUTSIDE LINES

## BE IN THE KNOW: THE NEXT FRONTIER OF HEALTHCARE

June 6, 2017

A couple of years ago, I was introduced to Dr. Eric Topol via his books, [The Patient Will See You Now: The Future of Medicine is in Your Hands](#) and [The Creative Destruction of Medicine: How the Digital Revolution Will Create Better Health Care](#).

Dr. Topol is a board-certified cardiologist/researcher, Chief Academic Officer, Founder and Director of the Scripps Translational Science Institute at Scripps Clinic in San Diego and one of the nation's best-known advocates for digital medicine. In his latest book, *The Patient Will See You Now*, published in 2015, he opens the mind to the "pivoting" occurring in healthcare. In the introduction he says, "What have been dubbed the six most powerful words in the English language – 'the doctor will see you now' – will no longer be true. Indeed you will still be seeing doctors, but the relationship will be radically different."

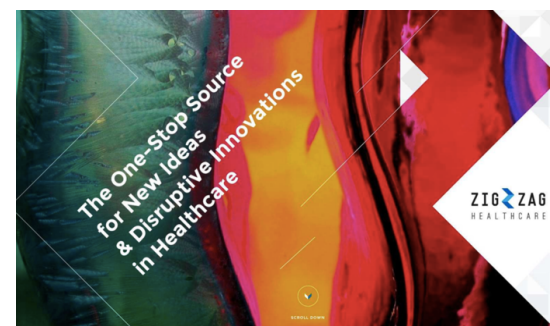
Many of Topol's predictions for healthcare are evolving now. Others have been dialed back by the regulatory forces and safety-first



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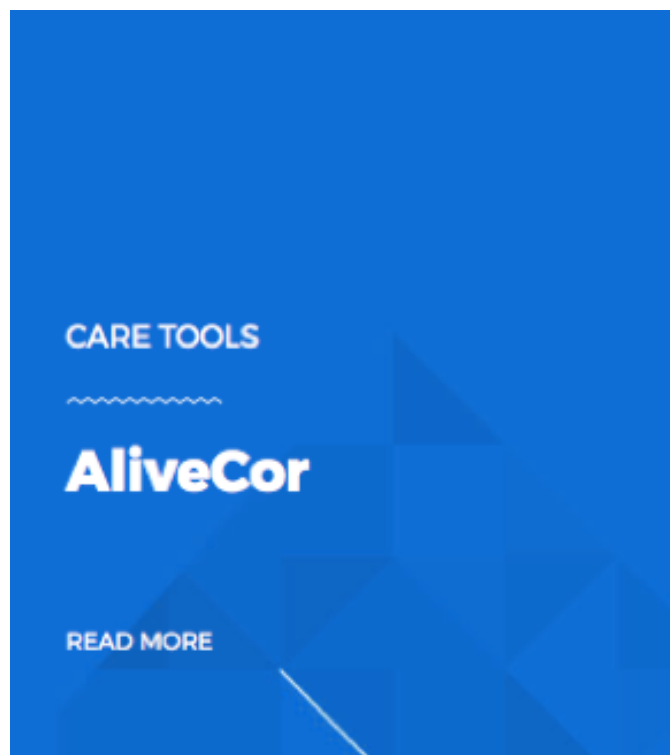
**Be in the Know.**

There are hundreds of  
companies with new

necessities of our industry. One of the shifts he notes, “The Rise of Smart Patients,” includes individuals generating their own data on smartphones or other devices. Topol wrote: “Already individuals can take unlimited blood pressure or blood glucose measurements, or even do an electrocardiogram (ECG) via their smartphone. The data is immediately analyzed, graphed, displayed on the screen, updated with new measurements, stored and, at the discretion of the individual, shared.”

In this week’s *Outside The Lines*, we continue our “New Frontiers Taking Shape in Healthcare” series, featuring top companies out of our [ZIGZAG Healthcare](#) library that we think are great ideas. This week, we feature AliveCor, mentioned by Topol in his books and, since then, tested and adopted by some of our industry’s great health systems.

### Featured Disruptor: AliveCor



[AliveCor](#) is an FDA-approved, HIPPA-compliant, mobile heart solution featuring wearable EKG devices, personal heart profile intelligence and a goal to “drive healthcare

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forward into the 21<sup>st</sup> century.”

*Why Do We Like AliveCor?* Started in 2011, AliveCor offers a mobile (ECG/EKG) device – now called Kardia Mobile – to help consumers and patients detect irregular heartbeats. More recently, AliveCor launched Kardia Pro – to be used in doctors’ offices. On its website, AliveCor notes “we’re advancing the practice of medicine for doctors and society ... and we’re just getting warmed up.” As the company grows, AliveCor has plans to expand its focus beyond heart disease to the whole health of the patient.

*Why Does AliveCor Make Sense?* Health systems and academic medical centers – including Intermountain Healthcare, Columbia University and the University of Buffalo – have tested, are pursuing clinical trials, and/or have adopted the use of the Kardia devices and its platform into clinical practice. In May 2017, the University of Buffalo Physicians’ Group (UBMD) Internal Medicine’s cardiologists announced their decision to begin recommending AliveCor’s Kardia Mobile device and app for patients as an alternative to 14-to-30-day event monitors. The decision was made after a University of Buffalo study indicated that Kardia Mobile was effective at detecting 91% of total arrhythmic events experienced by patients, comparative to 87.5% recorded by event monitors. The study was presented at the Heart Rhythm Society (HRS) meeting in San Francisco in 2016. In addition, AliveCor has received major investments from, and has partnerships in place with, the Mayo Clinic and Omron Healthcare – a worldwide medical company that produces blood pressure monitoring and other equipment.

To learn more about AliveCor, [join us](#) to download and use the complete ZIGZAG Healthcare Innovation Packet including an executive summary, quick links to more information sources and additional tools you can use to share this disruptor with others.

Always looking ahead,



Kim Athmann King, MBA, FACHE

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## DO YOU KNOW...

According to HFMA, the Senate Finance Committee is advancing the [Chronic Care Act](#), aimed at improving care for Medicare beneficiaries with multiple chronic diseases, including expanded funding for some types of telecare. Included in the proposed legislation is the use of telehealth for beneficiaries on home dialysis for monthly clinical assessments, and as well, remote consultations for patients presented with stroke symptoms at the hospital. Both provisions along with other details, if passed, would begin in 2019.

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## DO YOU KNOW ABOUT...

Dr. Eric Topol is a featured presenter and national advocate for digital medicine. In this [TED talk](#), he says: “What has changed in our society are digital devices, but the future are digital, medical devices.” Also, Dr. Topol is a leading cardiologist who has embraced the study of genomics with advances in technology to treat chronic disease. In July 2016, the National Institute of Health awarded Dr. Topol a record [\\$120 million](#) grant to enroll and engage 1 million Americans in a 5-year study, part of the Precision Medicine Initiative, to customize patient care via advances in digital technology. [According to the NIH](#) in October 2016, this grant funding was increased to \$207 million.

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