Mobile Broadband and Healthcare: Benefits & Barriers

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Introduction

➢ The ACLP at New York Law School
  ○ Studying the impacts of – and barriers to – broadband adoption for:
    - Seniors           - People with Disabilities
    - Government        - Education
    - Energy            - Healthcare

➢ Broadband Expanded: [www.broadbanexpended.com](http://www.broadbanexpended.com)
Context: The Current Healthcare Paradigm

➢ **Rising Costs:**
  - Healthcare spending accounted for 17.6% of GDP in 2009 and is expected to grow on average by 6% each year over the next decade
  - Total Medicaid spending in 2009 was $380 billion, 34% of which was covered by states. It is expected to grow to $840 billion by 2019

➢ **Gaps in Coverage:**
  - 52 million lack health insurance
  - Disparities exist in healthcare access and quality depending on a number of socio-economic and geographic factors

➢ **Stagnating Quality of Care:**
  - Quality of care has leveled off in the U.S.
  - The number of people with a chronic disease is expected to increase dramatically
Building Momentum

- Growing recognition of the ability of information and communications technologies to improve the provision and consumption of medical care.

- Numerous programs and initiatives at the state and federal levels seek to spur further development and adoption of “smart” healthcare tools:
  - Federal subsidies for Electronic Health Records (EHRs) adoption
  - Grant funding to deploy telemedicine in rural America
  - FCC efforts to unleash innovation in e-Care
  - Medicare reimbursement policy updates
  - FDA rulemaking for mobile health apps
  - Private-sector innovation
mHealth & The Mobile Ecosystem

**Networks**
3G and 4G mobile broadband; Wi-Fi networks

**Content**
Health info, medical & lifestyle apps, remote monitoring services

**Devices**
Smartphones, tablets, sensors, wireless-enabled medical hardware
The Emerging mHealth Space

mHealth Market Overview & Trends

- Grew 17% over the last year to $2.1 billion; expected to grow 22% annually between 2012 and 2014.

- Two factors fueling growth:
  1. Smartphone adoption by consumers of all ages
  2. Willingness of physicians to use mHealth tools in their practice

- Consumers increasingly using devices to access health info and apps:
  - 29% of adults had downloaded a health app as of Aug. 2011
  - Younger adults are more likely than older adults to download apps to manage their health
Case Study: Diabetes Manager (DM)

- **The Program**: one of the first FDA-approved mHealth solutions, DM “Provides automated real-time feedback and behavioral coaching for people with Type 2 diabetes.”
  - Users can transmit glucose level data and other metrics via their phone and receive instant feedback based on their readings and recent/expected activities.
- **The Impact**: a clinical trial found that proper use of this program resulted in a 1.9% A1C drop.
Why mHealth Matters to States

➢ *Short-Term Impacts*
  - Expand affordable, quality care to patients in rural areas
  - Provide targeted care for those suffering from chronic diseases and other vulnerable populations
  - Streamline the provision of healthcare and lower costs

➢ *Long-Term Impacts*
  - Shift healthcare paradigm toward individualized preventative care
  - Ease the healthcare spending burden on states
  - Enable home-based care for patients of all ages (via remote monitoring systems, tele-consultations, etc.)
The State Role in mHealth Development

Actions that Directly Impact mHealth

- Bolster adoption via power as purchaser and provider of healthcare services to state residents and employees
  - Pilot programs via Medicaid’s “Health Home” program
  - Update Medicaid reimbursement policies
  - Partner with mHealth providers and insurers to integrate these tools into health plans

- Eliminate barriers to mHealth & telemedicine adoption
  - Barriers include outdated licensure, credentialing, and tort liability systems, as well as limited reimbursement mechanisms
The State Role in mHealth Development

Actions that Indirectly Impact mHealth

- Policies impacting wireless network deployment
  - Rights of way management
  - Tower siting
  - Wireless taxation

- Promote broadband adoption and digital literacy
  - Expand BTOP programs
  - Public-private partnerships
  - “Touch tanks”
Additional Information

**ACLP’s Homepage:**

**Broadband Expanded:**
www.broadbandexpanded.com

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