

# 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.broadbandexpanded.com](http://www.broadbandexpanded.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



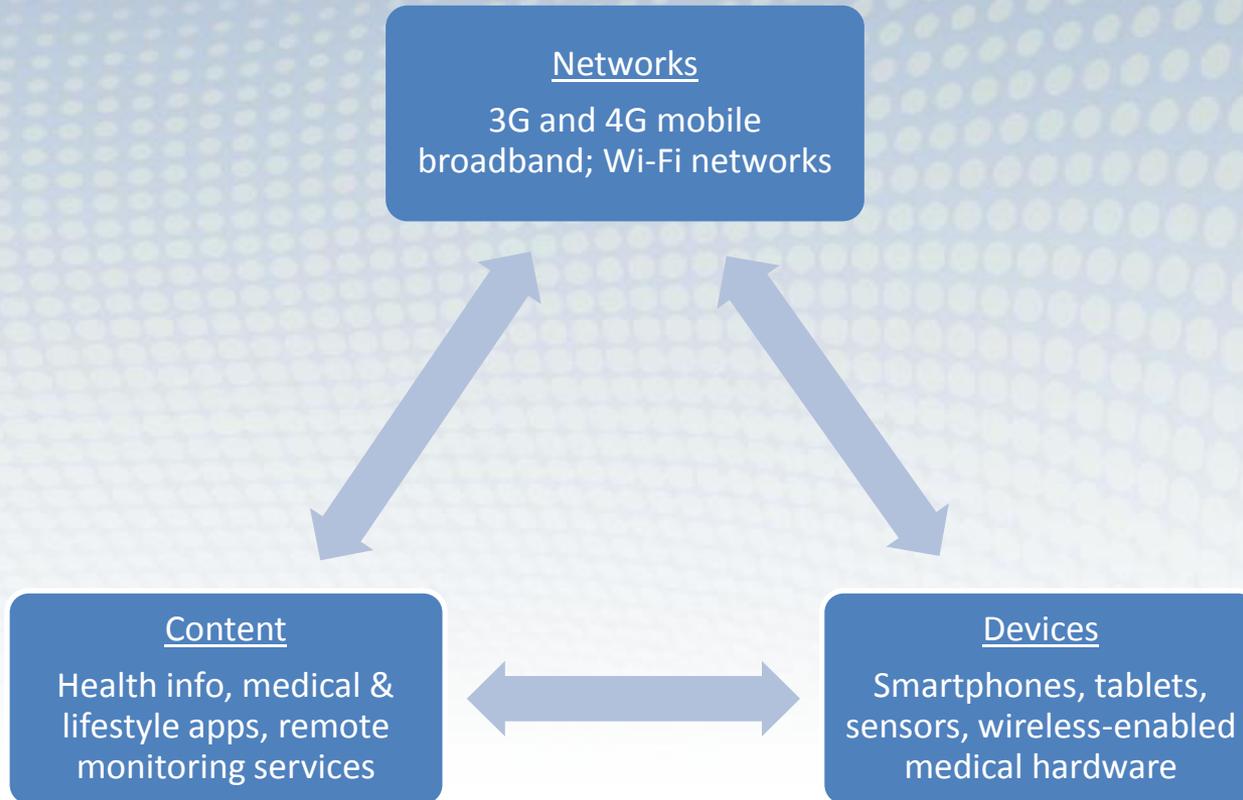
# Broadband & Healthcare

## ➤ *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



# 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



# The Emerging mHealth Space

## ➤ *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:

[http://bit.ly/ACLP\\_NYLS](http://bit.ly/ACLP_NYLS)

Broadband Expanded:

[www.broadbandexpanded.com](http://www.broadbandexpanded.com)

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