Remote Presence like Really Being There

Iowa HIMSS Business Meeting

Agenda

I. Introductions - Telemedicine History
II. Framing the Remote Presence Opportunity
   A. Regional Market Dynamics and Opportunities
   B. University of Iowa Stroke program
III. InTouch* Telemedicine System: A Proven Offering to Build, Support and Grow an Acute Care Telemedicine Network
IV. Beam out to SB - Birds eye view
V. Questions

Acute Telemedicine

Traditional Hindrances

- Repurposed video-conferencing
  - Single location limitation
  - Designed for single application
- Must hire staff to manage system and drive implementation
  - IT Resources on both ends
  - Poor reliability (especially in emergent care)
  - Internet variability = frequent disconnects
  - No 24x7 help for issues
- Orchestration of every use required
  - Heavy reliance on nursing staff
  - Not a part of Doctors normal life
  - Lack of Diagnostic compatibility

Market Landscape

What patients expect!

- World Class expertise accessible anywhere / anytime.
- Frictionless scalability to expand services
- Want it to work every time!
- Continuous training – Education (support)
- Fit Life style of patient and doctor

- Benefits to achievement
  - Quality
  - Safety
  - Cost effective Access to Healthcare
  - Community
  - Family Support
Where to Start

- Can I see my Doctor? How far will I travel? What about quality?
- Family and Work constraints?
- Staffing? What is responsible for my health?
- Government changes? Competitors? Growth?

Remote Presence

- Multi-Service line usage
- Focused Neurological/ED service lines

InTouch® Telemedicine System

The industry's only end-to-end products and services solution specifically designed to improve patient care and enhance hospital profitability in acute care settings.

The ITH Cloud-Based Connectivity and Support

Benefits to the Customer

SureConnect Telemedicine Network

SureConnect

SureConnect Cloud

InTouch ControlStation

- Expanded Service and Support Through SIP
- InTouch Interoperability
- High Definition for all endpoints
- Real-time status for all endpoints (when registered to the ITH SIP server)
- CMS and the endpoints can participate in broadcast events
- HLS device

Termed Multiple

Care Continuum

SureConnect

SureConnect Cloud

InTouch ControlStation

Expanding through SIP

SureConnect

SureConnect Cloud

InTouch ControlStation

SureConnect

SureConnect Cloud

InTouch ControlStation

Expanding through SIP

SureConnect

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InTouch ControlStation

Expanding through SIP
ITH Overview

Control Stations
- Laptop
- Desktop
- Kits

SureConnect
- SureNet
- ActiveTrak
- BestConnect

FDA Cleared, Purpose Built Endpoints

Standards Based Video Conferencing

SureApps
- SureNotes
- Stroke RESPOND
- SurePACS
- MultiPresence

SureSupport
- 24/7/365 Service
- Account Support
- Product Support

What separates InTouch?
- Detailed Implementation Tool kit
- Strategy Development
- Physician Engagement & Planning
- Clinical Program development
- Technical Implementation
- Outreach Development
- Marketing Outreach
- Scalability
- Single Platform
- Mobility
- Specific Assigned team to Project
- Lease to reduce obsolesces

Applications

Live RP Applications
- Ankle/Foot Clinic
- Cardiology
- CHF Clinic/Education
- Critical Care
- Dermatology
- Education
- Emergency Medicine/Burn
- Grand Rounds
- Ambassador Program
- Neurology/Stroke
- Nuclear Medicine
- Nephrology
- Nutrition
- OR Nursing Education
- Pacemaker Adjustments
- Pharmacology
- Psychiatry
- Surgery (Telementoring)
- Trauma

FDA Cleared ancillary devices paired with RP technology

- Fetal Ultrasound
- Neurological Ultrasound
- Neurophysiologic Ultrasound
- Ultrasound Transducer
- Echocardiography
- Obstetric-gynecologic ultrasound imaging
- Fetal ultrasonic monitor
- Fetal ultrasonic monitor (Class I)
- Obstetric ultrasonic transducer
- Otoscope
- Stethoscope

Beam In
University of Iowa
Erin Rindels
Neuro-Science and Stroke
RP-7i™
- Autonomous navigation
- Promotes physician independence
- Socially ergonomic interaction
- Self docking to preserve battery life
- Privacy phone
- On-board printer
- Built-in stethoscope
- Sense Array
- Safety bumper
- Plug-ins for medical device peripherals
- Wireless

RP-Lite™
- Cart-based technology
- Manually mobile
- Adjustable height
- Built-in stethoscope
- Privacy phone
- Plug-ins for medical device peripherals
- Wireless

RP-Xpress™
Be at the point of care anywhere
- Lightweight and rugged
- Portable
- State-of-the-art camera
- Rear view camera
- Viewfinder
- Plug-ins for medical device peripherals
- Wireless
- Cellular

RP-Vantage™
- Adjustable height and reach
- Secondary monitor for O.R. staff
- Head microphone and boom microphone
- Wireless and hard-wired options
- Preset views for quick transitions
- Remotely controlled boom camera
- Plug-ins
  - 2 USB ports
  - Ethernet
  - S-Video
  - Composite video

SureSupport
End-to-end troubleshooting responsibility across all network locations
- Dedicated regional support personnel
- 24-hour telephonic and on-line chat support
- On-site maintenance, troubleshooting and repair

SureConnect
- SureNet: Cloud-based server infrastructure managed by ITH
  - Secure and reliable connections anytime anywhere
  - Evergreen technology that scales on demand
  - Rapid deployment of telemedicine networks

ActiveTrak: Pro-active continuous endpoint monitoring
- Continuous network and endpoint monitoring
- Automated alert system
- Individual session-quality metrics and analysis tools

BestConnect: Optimal telemedicine experience
- Connection Wizard
- Connection Optimizer
- Dynamic Bandwidth Manager
Why is FDA Clearance important?

MDDS (Medical Device Data Systems) Final Rule

"...If a third-party company or hospital develops its own software protocols or interfaces that have an intended use consistent with an MDDS, or develops, modifies, or creates a system from multiple components of devices and uses it clinically for functions covered by the MDDS classification, then the entity would also be considered a device manufacturer..."

Medical Devices; Medical Device Data Systems - FDA Final Rule - [FR Doc. 2011-3321 Filed 02/14/2011 at 8:45 am; Publication Date: 02/15/2011]