Digital Health Toolkit

2017 mHealth@Duke conference
Created April 12, 2017

Background

The following list of resources are intended to help you succeed in defining and solving digital health challenges. It was compiled with the input from the 2017 mHealth@Duke conference organizers, speakers, and sponsors.

We hope this proves to be a practical resource for you and your teams.
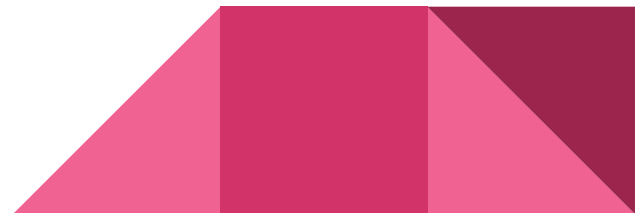
Cheers!
Erica and Jon

Read - what should you be reading?

Daily resources

- Mobihealthnews
- MedCity News
- Fierce Healthcare
- NEJM Catalyst blog
- Health Affairs blog
- Kaiser Health News
- Kaiser Family Foundation
- Stat News

Weekly resources

- Rock Weekly
- Journal of the American Medical Association (JAMA)
- New England Journal of Medicine (NEJM)

Read - what should you be reading?

Monthly resources

- [Duke Digital Health Science Digest](#)
- [Carolina Digital Health Research Initiative Newsletter](#)
- [Health Affairs journal](#)
- [Journal of Medical Internet Research](#)
- HealthEnabled [Monthly Newsletter and Health EAfrica](#)

Miscellaneous

- Venture Valkyrie [blog](#)
- [Principles for Digital Development](#)
- [Vital Directions for Health and Health Care](#): Priorities from a National Academy of Medicine Initiative (published 3/21/17)
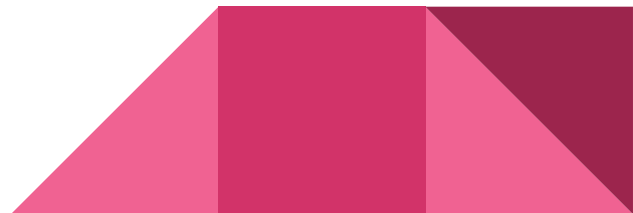- Global Digital Health Network [Listserve](#)

Read - what should you be reading?

Books

- The Digital Doctor (by Bob Wachter)
- The Creative Destruction of Medicine (by Eric Topol)
- The Innovator's Prescription (by Clayton Christensen, et al)

Portals

- mHealth Knowledge [focus on Low and Middle Income Countries]
- mHealth Evidence
- Medication Adherence Alliance
- GSMA Intelligence [definitive data analysis for the mobile industry]

Go - where should you be going?

- San Francisco
- Boston
- [HIMSS annual conference](#) or other local HIMSS meetings
- [Global Digital Health Forum](#) (sponsored with Global Digital Health Network, HIMSS and PCHA)
- [Society of Behavioral Medicine](#) Annual Conference
- [SwitchPoint](#) (IntraHealth Conference) - conference located in Triangle, NC, area
- [Health Datapalooza](#) (sponsored by AcademyHealth)

Do - what should you be doing?

- Go shadow care providers in the space you want to impact to get a sense for care delivery *workflows*
- Learn about the community you are targeting - get specifics about the types of devices they use, their data plans (or lack thereof), their impressions of what products would be most helpful. Contact people working with the community to get the full picture; this could include social workers, mental-health care providers, teachers, members of the clergy, etc.
- Become a member of online groups (i.e. Facebook - DukeGEN) to find opportunities to work in new ventures or to provide opportunities for those that are seeking.

Do - what should you be doing?

- Seek opportunities to engage with the "other side" whether you are on the health side or the technology side, so you can learn to speak the language.
- Practical tips for providers recommending apps to patients:
  - Demo: Have recommended apps downloaded on your own device to show patient during visit
  - Captive audience: Ask patients to download applications onto their smartphone while waiting for vaccines, AVS
  - After Visit Summary: Include curated app recommendations in templated patient instructions

Use - what should you be using?

- Create prototypes in [Sketch](#) (or equivalent) software and upload into [Invision](#) to get working prototypes
- [Google Analytics](#)
- [Google Firebase Analytics](#) - mobile app analytics
- [UserTesting](#) - customer experience feedback (video recordings)
- [CrazyEgg](#) - engagement tracking tool (heat map, scroll map, etc)

Meet - who should you meet?

- Each of the speakers from this conference
- [American Underground](#) organization - entrepreneurial hub in Durham, NC - Adam Klein heads it up
- John Austin (director of [Groundwork Labs](#) incubator, where you can get your idea off the ground with entrepreneurial mentorship and support)
- Members of the [mHealth@Duke Steering Committee](#)
- Members of Triangle mHealth Consortium (find on LinkedIn)

Thank you!

We want to thank you for reading through this resource and we hope you found it useful! A big thanks goes to our speakers for their input: Drew Schiller, Michael Levy, Matt Crowley, Harriett Burns, Jane Brown, Trinity Zan, Hayden Bosworth, Dori Steinberg, Charlene Wong, Sara LeGrand, Andy Hamilton, Kevin Schulman, George Cheely, Roger Vilardaga, Jon Hudson, Anita Watkins, Blake Long, and Gary Bennett.

This is a LIVING document. Should you have any feedback or input, please email both:
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