

# WEARABLES IN HEALTHCARE PILOT CHALLENGE

Follow Us: @Medstro @MedTechBoston #WHPC15

**YEAH, YOU KNOW YOU WANT A PICTURE WEARING THESE CRAZY MEDTECH #WEARABLES!**



**TAKE IT AT OUR RED CARPET PICTURE STATION! FIRST WITH YOUR PHONE, THEN WITH OUR PHOTOGRAPHER!**

**Too Cool for School Product Demonstrations by the Scientists themselves  
in the Barista Bar --- 5:00PM to 9:30PM**



## MUSE by InteraXon

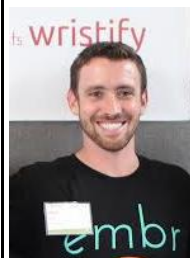
Previously, you had to have a seizure to buy yourself an EEG. Not so anymore! Neuroscientist **Graeme Moffat, PhD**,

interprets your brain waves with the first ever consumer friendly, somewhat affordable (cough \$300) brain-sensing headband, the MUSE—help focus & calm your brain with their powerful, easy to use app. @ChooseMuse @graemedmoffat



## Empowered Brain Suite by Brain Power

Neuroscientist **Ned Sahin, PhD**, created Brain Power, giving autistic children tools to better handle the world. Today, he'll be keynoting, printing brains with his 3D printer (Can I image my brain with MUSE, give it to Ned, and get a 3D print out of my own brain?!), and letting your wear his 8 Google Glasses to see if maybe you could use a little help with focus too. @BrainPowerASD



## Wristify by Embr Labs

**Matt Smith, PhD**, Co-Founder of embr labs, will let you warm up or cool down (so hard to predict in Boston) with the first ever heating/cooling bracelet. Yes, it's not on the market yet. They are walking it over from their MIT labs. Of note, these guys are mobile, so you have to track down this face in the photo. @embrlabs #Wristify



## Pavlok by Behavioral Technology Group

**Maneesh Sethi**, a Stanford-trained CS, entrepreneur, blogger, TV personality, & Founder & CEO of Pavlok lets you electrically shock yourself (yeah, be prepared for tears) to prevent you from smoking...or eating that cupcake! @getpavlok @maneesh



## 360 SpeechAnywhere by Nuance Communications

Miss last week's HIMSS unveilings? **Jonathon Dreyer**, Director of Cloud & Mobile Solutions Marketing, Healthcare Division, will let you dictate your notes using Nuance's new PowerMic Mobile app with Galaxy Gear! @JonathonDreyer @NuanceHealth



## iThermometer by Raiing Medical

**Rong Xia, MBA, MPH**, Co-Founder & CEO of Raiing, shows you why they're a Harvard iLab graduate & now Healthbox Accelerator enrollee. Guess your temperature (oh, so hot!) with the only FDA-approved wearable wireless body temperature sensor for continuous monitoring! @hsiarong @RaiingMed



## HealthBridge by HealthChatLink

**Saumya Garg, MS**, full-stack developer and CEO of HealthBridge shows off his HIPAA-compliant messaging API to enable secure conversations between Providers, Patients, & Families.



## Twiage by Twiage, Inc.

BWH medicine resident **YiDing Yu, MD**, Co-Founder, President, & CMO of Twiage shows you how they won the MMS-IT Award & the BWH hackathon. Their mobile & web platform allows EMTs to communicate directly to ER docs before the patient gets there (little secret--that didn't really happen before)! Most recent pilot was South Shore Hospital. @yidingyu @TwiageMed



## DICOM Viewer by MGH Department of Radiology

**Synho Do, PhD**, Assistant Medical Director for Advanced Health Technology Engineering Research, & Development, MGH demonstrates his own invention, the DICOM viewer, allowing complex radiological images to be displayed & manipulated on Google Glass. @SynhoDo @MassGeneral



## Glass for Low Vision by Schepens Eye Research Institute - Mass Eye & Ear

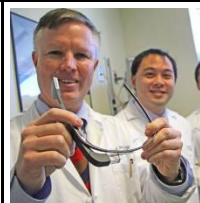
**Eli Peli, MSc, OD**, Moakley Scholar in Aging Eye Research at Mass Eye & Ear, who has the most

advanced Google Glass for low vision in the world, will demonstrate how he makes the (legally) blind see again! @MassEyeAndEar



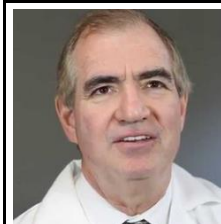
## Love at First Sight by Brigham and Women's Hospital

**Stephanie Shine, RN**, got her inspiration when her premature son spent the crucial first part of his life in the BWH NICU, where she couldn't see him as a new mother. She has the first ever Google Glass, currently being piloted at BWH's NICU, that allows new mothers to watch over their newborns in the NICU. @BWHiHub



## Tele-Derm by Rhode Island Hospital

Did you miss *JAMA Dermatology* last week which featured **Paul Porter, MD**, ER physician & Principal Investigator, using Google Glass for teledermatology? Try to guess that skin lesion? Or #GoogleGlass a dermatology consult!



## Tele-Consult by Cambridge Health Alliance

**Steven Schwaartzberg, MD**, Chief of Surgery, shows how his pilot helped physician assistants with Google Glass receive real-time remote specialist consults, improving patient care. @challiance



## Android Wear by Google Wearables Team



The Google Wearables team will be bringing their latest Android Wear gadgets for you to try on!

**Don't forget your RED CARPET photo with your favorite #wearable!**























#WHPC15

## Content Program

Time	Content	Presenter
6:20 - 6:25	Welcome & Introduction	 <b>Jennifer M. Joe, MD</b> @jenniferjoemd @medstro Founder & CEO – Medstro
6:25 - 6:40	Keynote & Live Demo of Google Glass Apps	 <b>Ned T. Sahin, PhD</b> @BrainPowerASD <i>Founder &amp; CEO - Brain Power, LLC</i> Ned Sahin, founder of Brain Power, will reveal for the first time a brand new product that uses Google Glass and augmented reality to teach autistic children how to make eye contact, and other essential life skills for interacting with others.

## Wearables Challenge Finalist Pitch-Off Competition

6:40 – 6:50	Introducing the Judges	 <b>Naomi Fried, PhD</b> @NaomiFried @biogen Vice President, Medical Information, Innovation & External Partnerships at Biogen Idec
		 <b>Rich Gliklich, MD</b> XIR at General Catalyst Partners Professor, part-time at Harvard Medical School
		 <b>Natalie Schneider, MBA</b> @AnthemInc Vice President Consumer Experience Anthem
		 <b>David Y. Ting, MD, FACP, FAAP</b> Chief Medical Information Officer Massachusetts General Physicians Organization
		 <b>Cris De Luca, MS</b> @crisdeluca @JNJInnovation Digital Innovation Leader Johnson & Johnson Innovation
		 <b>Jeff Greenberg, MD, MBA</b> @BWHiHub Medical Director, BWH Innovation Hub Brigham and Women's Hospital
6:50 - 7:00	<b>Pavlok: Break any Habit</b> Pavlok is a wearable device that uses electric shock aversion therapy to train users to avoid negative behaviors such as smoking and eating bad foods.	 <b>Justus Eapen</b> @getpavlok Habit Hacker at Pavlok
7:00 - 7:10	<b>Onclass: Powering Wearable Technology in Cancer Care</b> Wearable technology to enhance collaboration between surgeons and pathologists and provide real time analytics.	 <b>Ajay Kohli</b> – Radiology Resident at Drexel University College of Medicine & <b>Sarah E. Foster, MD</b> - Ob/Gyn Resident Physician - Drexel University College of Medicine and Hahnemann University Hospital
7:10 - 7:20	<b>Integrating mobile messaging and predictive analytics to improve chronic disease management</b> App to improve medication adherence using smartwatches and voice recognition technology.	 <b>Nisarg Patel</b> - MD Candidate, Harvard Medical School <b>Manav Sevak</b> - Student at Georgia Institute of Technology <b>Kunaal Naik</b> - Student at Georgia Institute of Technology <b>Kurt Carpenter</b> - Student at Georgia Institute of Technology
7:20 - 7:30	<b>Keeping Your Cool in the OR</b> Preventing patient hypothermia using Wristify technology to improve OR staff's thermal comfort while maintaining room temperature for the patient	 <b>Allison Arensman, MD, MBA</b> - Orthopaedic Surgery Resident <b>Courtney Hill, MD</b> - Otolaryngology - Head and Neck Surgery Resident, both at Dartmouth Hitchcock Medical Center

Time	Content	Presenter
7:30 - 7:40	<b>Data driven management to improve outcomes for concussion recovery</b> Using the Misfit Shine wearable device explore correlations between activity level, sleep quality and recovery time in concussion patients.	 <b>William Younker @willyounker</b> Founder - Cognitive Health LLC
7:40 - 7:55	BREAK - Eat, Drink, See Demos!	Check out the Demo Tables! Have a Drink at the Bar!
7:55 - 8:05	<b>Wearable mobile support for orthopaedic rehabilitation</b> Using the sensors on smartphones to monitor the quality of rehabilitation therapy and patient adherence to rehabilitative exercise regimes	 <b>Brian Caulfield</b> Director - Insight Centre for Data Analytics at University College Dublin
8:05 - 8:15	<b>Use the Muse for measuring visually induced motion sickness (VIMS) during HMD uses</b> Imagine wearing a virtual reality headset like the Oculus Prime, being immersed in a full virtual reality simulation designed to induce motion sickness, while a headband measures your brain activity	 <b>Alex Hwang, PhD @MassEyeAndEar</b> Investigator - Schepens Eye Research Institute
8:15 - 8:25	<b>Patient Monitoring in Ebola Response</b> Low-cost, sterilizable wearable system that monitors the heart rate, temperature, and proximity of patients in infectious disease settings and notifies clinicians when readings exceed pre-set levels.	 <b>Shauna Biggs and Jessica Autrey</b> - Students at Boston University's School of Public Health, <b>Kerlyne Jean</b> - MPH and MBA dual degree candidate at BU, <b>Adrian Gropper, MD</b> - CTO of Patient Privacy Rights, <b>Sean Doyle</b> - Software Engineer at MGH, <b>Jim Wright</b> - Electrical Engineer
8:25 - 8:35	<b>Precision Medicine: Personalized "normal" temperature</b> Use Raising iThermometer continuous measurements to develop a new model for "normal" body temperature	 <b>Mark Hoffman, PhD @markhoffmankc</b> Associate Professor of Biomedical and Health Informatics & Director of the Center for Health Insights at University of Missouri-Kansas City School of Medicine
8:35 - 8:45	<b>Automated interactions and locating device</b> Providing order to the daily activity of a patient with Alzheimer's or dementia in a friendly, familiar voice.	 <b>Charles Clarke</b> - Student at Harvard College <b>Ammu Thampi Susheela, MD</b> - Research Fellow at Harvard Medical School
8:45 - 9:10	<b>Panel Discussion</b> <i>"The Future of Wearables in Medicine"</i> This is your chance to ask four prominent panelists about what the future will hold! Following a one-minute self-introduction from each of the panelists, we open the floor to questions from the audience. How will wearables transform medicine? What big breakthroughs are coming our way? Find out directly from the people making it happen!	 <b>Arshya Vahabzadeh, MD @VahabzadehMD</b> VP, Health Strategy and Communications, Brain Power LLC Child and Adolescent Psychiatry, MGH/Harvard Medical School  <b>John Henry Silva @JHDSilva</b> New Business Development - Tufts Health Plan Partner, Business Development - Genesis Capital Group, LLC  <b>YiDing Yu, MD @yidingyu @TwiaageMed</b> Co-Founder, President & Chief Medical Officer - Twiaage Resident Physician in Internal Medicine - Brigham & Women's Hospital  <b>Shaan C. Gandhi, DPhil @shaangandhi</b> Co-Founder & Chief Medical Officer - Wellable, Inc. MD/MBA Candidate - Harvard Medical School & Harvard Business School
9:10 - 9:20	Winners Announced!	
9:20 - 9:30	Networking & Product Demos	Beer, Wine and Hors D'Oeuvres

## Thanks to Our Sponsors and Partners



## Competition by the Numbers!

These 10 fantastic teams plus 79 others have been battling it out online at Medstro  
<https://medstro.com/groups/whpc15>

- For the last **116** days, **12** hours, and **30** minutes
  - Received **253,304** views
  - Received **2,988** votes
  - Received **885** Judges feedback and Crowd comments
- Were evaluated and received online (you can go read it!) feedback and encouragement by **37** amazing judges, including **1** CMO, **1** CTO, **1** VC, **2** accelerator leaders, **15** MDs, **6** PhDs, **1** RN, **1** lawyer, **2** medical students, **3** MPHs, **1** MBA, and **1** designer
  - Is the **2<sup>nd</sup>** annual Google Boston medtech event
    - Sold out in **13** days
    - Has **53** people on the waitlist to get in today

**Medical students & Physicians, don't miss another Medstro Challenge!**  
**Join now at Medstro.com**

**MEDTECH LOVERS! GET YOUR 40 UNDER 40 TICKETS  
 BEFORE THESE SELL OUT TOO!**  
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