Empowering Through Knowledge
Digital Revolution

Bar chart comparing the duration of the Industrial Revolution (1760 - 1840) and the Digital Revolution (1980 - present).
Digital Revolution

If the Digital Revolution lasts only as long as the Industrial Revolution then we have around 46 years left.

- Industrial Revolution (1760 - 1840)
- Digital Revolution (1980 - present)
Digital Health Revolution

- Industrial Revolution (1760 - 1840)
- Digital Revolution (1980 - present)
- Digital Health Revolution (2008 - present)
Digital Health Revolution

Which means the Digital Health Revolution has another 72 years of advancement ahead.
Problems:

- Overcrowded emergency rooms
- Unnecessary trips to emergency
- Expensive to deliver
- Population Increase
Challenges:

• Product Development
• Market Acceptance
• Collaboration
Empowered Patient

• 80% of people looking for health info online start at a search engine
• Health related Google searches up 47% from last year
• 90% of 18-24 year olds trust health info shared by others on social networks
• 90% of consumers are willing to share info anonymously
• 19% of smartphone owner have a least one health app on their phone
Understanding Senior Patient

- 43% of 65 years and older affected by disability
- Feelings of loneliness and disconnect
- Distrustfulness and suspicious
- Strong desire to maintain independence
- Scared of technology and failure to adapt
- Role reversal with children
Are you selling a product?

....Or an experience.
Digital Trends

1. Video Conferencing
2. Google Glass & Kinetics
3. Wearable Monitors & Apps
4. Diagnosis
Decreasing Isolation

“Jennifer Cairns….given my life a whole new dimension at 85yrs old”

Video Conferencing

Connecting Families

Daughter (Australia)
Daughter Jerusalem
Mom (Vancouver)
Google Glass & Kenetics

Google Glass
• Heads up display

Kenetics
• Microsoft Xbox
• Hand Gestures
Wearable Monitors
Driven By Apps

1. Smartwatches
2. Health monitors
3. Pedometers
4. Activity trackers
Diagnosis

90% of the world's data was collected in the last 2 years
Diagnosis

In one year, Watson was fed:

– 2 million pages of text
– 42 medical journals and clinical trials of oncology

In addition

– 1.5 million patient records in seconds
– Consumed 18,000 historical cases
  • Medical records
  • Patient Outcomes
  • Physician Notes
IBM Watson Outcome

IBM Watson’s successful diagnosis rate for lung cancer is 90%.

Compared to... 50% by human doctors.
**Proven Teaching Methods**

“... methods are simple and learning with eGurus is fun and one of life’s great pleasures.”

“...a born teacher because it’s hard to educate 90 year old man!”

**Aging In Place**

‘I’m 88 yrs old...My vision is too low for me to see the screen clearly, but she has incorporated so many solutions making it possible for me to surf the internet easily and have the computer read things out to me.’

**Decreasing Isolation**

“Jennifer Cairns....given my life a whole new dimension at 85yrs old”

“I can access my lab work now and book appointments”
Jennifer Cairns, CEO
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