

International Conference on Flu

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The role of mHealth in the fight against flu

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mHealth plays a critical role in the fight against flu. mHealth provides the platform and tools required to take care of patients through home healthcare technology instead of bringing them into the clinical setting where the flu could just continue to spread. Especially when there is a pandemic outbreak of flu, the management of flu is a perfect example of why we need to de-centralize healthcare in some situations. The care delivery needs to be extended beyond the four walls of the hospital or doctor's office and find a place in the patient's home, too. There is a heightened need to educate public on how to leverage mHealth to fight against flu. Must focus on changing the general behavior of the population to get used to monitoring health choices and care regimens for chronic disease management. Once we train the population to use these home health technology enabled services, we would be in a better position to apply those home health skills to potential emergency situations like the flu.

Today's smart phones with mHealth apps can display highly interactive maps to inform the public of potential health hazards. It can show where cases of any type of flu have been diagnosed — it could even send an alert message to users when they get close to an area where new outbreak of flu had been diagnosed. It helps people in those areas or traveling through those areas can take extra precautions. mHealth delivers timely and effective information for the enterprises directly from leading medical virologists on better ways to manage the flu. Enterprises are increasingly seeking more proactive measures to manage outbreak of flu because it directly impacts their worker productivity and bottom line. Global Virus Network (GVN) works with enterprises around the world to safeguard their workforce from pandemic threats, such as Ebola, Influenza, MERS, Chikungunya and other viral killers that tend to spread rapidly beyond national borders, inflicting serious economic and social impact to businesses and economies.

Biography

Bipin Thomas is a global thought leader on consumer-centric healthcare transformation. He is recognized by American Hospital Association for redefining personalized care delivery by connecting all stakeholders in the emerging consumer-centric healthcare ecosystem. He has spearheaded the launch of Business Leadership Council for Global Virus Network as a critical platform for global corporations to safeguard their workforce and bottom line from pandemic virus threats. In a multifaceted career spanning over 25 years, he has deployed strategic initiatives across the care continuum including providers, payers, pharmacies, medical device manufacturers, pharmaceutical and life sciences, federal and state health agencies. As an industry practitioner, he is a recognized speaker in several digital health innovation conferences and path breaking forums.

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