

## Amidst rapid growth: Catching our breath

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likelihood, that base does not include any data from a wearable device.

### **The Era of Big Data and Internet of Things**

The development of mHealth technology is taking place on a grand world stage where two major mega-trends are driving the development of technology across all aspects of global commerce. Big Data has driven everyone to think about the power of data they collect to predict outcomes. Related to the Big Data is a movement towards the integration of people and sensors into integrated systems. This is also referred as the "Internet of Everything".

Every company in the business of collecting information from individuals is also in the business of making predictions about what the data says about the future of a patient. How our body moves determines the risk of falling over in the next few weeks. How our heart beats predicts the likelihood of heart disease and failure in the future. The health tracker companies have all begun to focus on the value of the data as a part of their business model. Every new and extending player in digital health will become integrator of data. Those who fail to follow this path will die. Devices as part of our lives Technology increasingly works to automate processes that were outside the view of technologists. One of the most successful companies in the world today is Uber, a company that has moved to radically transform the car rental business using mobile and cloud-based technology. In the same way, digital health needs to move into new areas at a new level of life- style integration.

Device design continues to evolve and become ever more important to the buying public. Misfit Wearables, the maker of Shine Activity Tracker, has set the bar so high that Apple featured its product in their recent advertising campaign. Devices will continue to look less and less like a medical device and more like something that we would like to show off to our friends and loved ones. This trend will likely accelerate when the long rumored Apple iWatch makes its debut later this year. Unlike Samsung Galaxy Gear that is definitely aimed at young buyers of gadgets, Apple device will likely be immensely popular as a fashion accessory. Opportunities By far the biggest opportunity for health IT industry is the potential for integration between an emerging world of digital health and traditional patient, and hospital systems.

Consumers all over the world are looking to get better access for their health records and the doctors that serve them. This will create enormous opportunities for developers of EMR software as well as major system integrators who have to sew all of these pieces together.

### **About Hunhu Healthcare**

Hunhu Healthcare is a Mayo Clinic Venture company. Hunhu Healthcare is developing an integrated solution to leverage the power of personal communities to keep individuals safe and happy, while also serving the needs of families and friends who share their success. Research has consistently shown that socially connected people do better in treatment. We are aiming to develop a repeatable process and support technology that can be present all the time.

The company is developing a pendant that will detect falls, forecast future health risk, and support a variety of community-based functions.

The company will be releasing a product in the market by early 2015. It is currently raising a seed round and is looking for distribution and manufacturing partners.