Slide 1: White Paper 1 Opening Comments

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Slide 2: Mayo Clinic: Past and Present

- Based on vision of founders: two brothers and their father, practicing medicine in the late 1800s
- Now more than 3,600 physicians and scientists working as a team, representing every medical specialty
- Doctors deliver accurate diagnoses, thorough examinations, effective listening
- Effective treatment for complex and common medical conditions

Slide 3: Broaden Your Audience

- Medical/Health Professionals
    o Physician Assistants, Nurses, Nurse Practitioners
    o Pharmacists
    o Health Coaches
    o Retail Clinics
    o Clinical software
- Consumers
    o Patients
    o Caregivers
    o Health applications

Slide 4: Follow User-Centered Design

- Materials need to be designed for (1) purpose (2) medium
- Each purpose/setting and medium requires its own design attention
- Requires active collaboration with patients, clinicians, and designers, direct observations of clinical encounters, literature review, and collaborative development of design criteria.

Slide 5: Discovering the Mobile Platform Key Insights: Context of Use

- Value = ease of use + utility
- Mobile constraints dictate usage
- App discovery is fun and social
- Marketplace is competitive, users are fickle. Iteration is essential…

Source: Eisenberg Center Conference Series 2010, The Prospect for Web 2.0 Technologies for Engagement, Communication and Dissemination in the Era of Patient-Centered Outcomes Research, Effective Health Care Program Web site (http://www.effectivehealthcare.ahrq.gov/index.cfm)

Slide 6: Thank you

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