

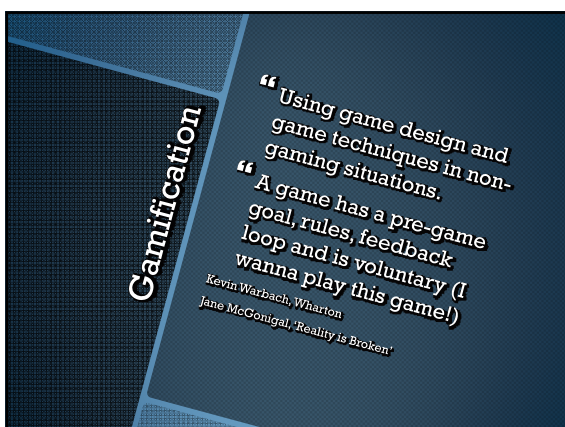


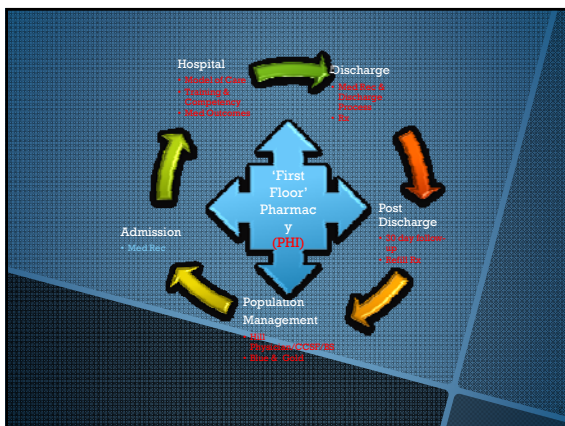












Lessons Learned

- “ Privacy
Apps must be part of a process and don't make magic happen on their own
- “ Consumers/patients tend not to enter information into web/mobile health apps
- “ Text interventions > smart phone applications to reach at risk populations
- “ Industry innovates technology faster but academia has the edge on thoughtful design
- “ EMR's have limitations

Twitter heat map tracking flu real time in New York City

<http://www.dailymail.co.uk/technology/article-218129/social-sickness-How-Twitter-flu-days-advice-going.html>

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