

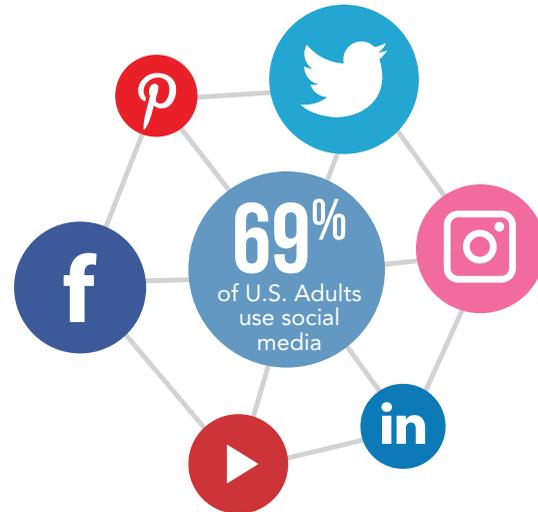


# Tech is Here to Stay and Changing Everyday: Here's How Those Changes Can Help You

With excerpts from an interview with Jean Robichaud, CTO, of MobileHelp®

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When Steve Jobs passed away in 2011, former president Obama penned a passage in his blog about the proliferation of Apple devices and their impact in the lives of consumers: "There may be no greater tribute to Steve's success than the fact that much of the world learned of his passing on a device he invented."

And chances are you are reading this very article on some sort of digital device, be it a computer, tablet or smartphone. What makes us suggest that? Consider the following data points from the Pew Research Center:



- **Roughly three-quarters of Americans (77 percent) now own a smartphone:** With growth in smartphone ownership over the past year has been especially pronounced among Americans 50 and older. Nearly three-quarters (74 percent) of Americans ages 50-64 are now smartphone owners (a 16-percentage-point increase compared with 2015), as are 42 percent of those 65 and older (up 12 points from 2015).

- **Nearly seven-in-ten Americans now use social media:** When the Center started tracking social media adoption in 2005, just five percent of Americans said they used these platforms. Today 69 percent of U.S. adults are social media users.



- **Half the public now owns a tablet computer:** When the Center first began tracking tablet ownership in 2010, just three percent of Americans owned a tablet of some kind. That figure has risen to 51 percent.

But is the new tech in our lives helping to make us a society of happier, safer and better-informed individuals? Discovery News offers the following quote from a Florida newspaper: "We are a gadget-happy nation, but the gadgets make us dumber, not smarter." This wasn't written recently in conjunction with the release of the latest iPhone® or Windows® tablet, however – it was a reporter's 1977 response to then-new technologies – including cassette tapes and instant cameras.

But Jean Robichaud, CTO of MobileHelp, disagrees: “the technology available today from both a hardware and software standpoint has provided the platform for mobile medical alert device companies like ours to bring a new level of safety and personal health advances to our customers – in a way we wouldn’t have been able to ten or 15 years ago.”

## How Technology Helps Us

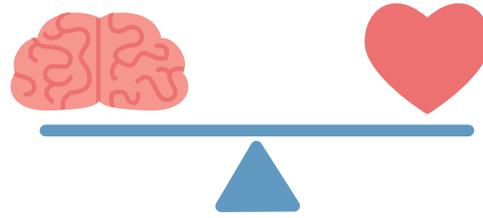
There are five major tech advances that have impacted the way MobileHelp can deliver its life-saving products and services to customers – that are also changing the lives of consumers everywhere.



Due to its more behind the scenes nature, the current emphasis on Big Data as a standard component in business practice may seem to simply be another executive word du jour. But according to Robichaud, it has been a long time coming – and will remain one of the most critical components in business strategies of the future.

“At MobileHelp, Big Data has been a crucial part of our overarching strategy from the beginning, and really out of necessity,” he said.

Case in point: MobileHelp sought to develop a method to answer such basic business questions as, ‘What customer that uses the system in this particular fashion would be more likely to benefit from new solutions, and which solutions would best meet their needs?’



## HEALTH AND MENTAL ANALYSIS

Leading tech companies Apple, Google, IBM, and Samsung are spending billions on digital health initiatives, especially around wearables, life sciences and smartphones. In fact, Samsung recently pledged to spend \$1.2 billion on Internet of Things research, with an emphasis on healthcare.

Responding to the investment, Samsung CEO Oh-Hyun Kwon said, “We can keep people out of hospitals and nursing homes. As our populations live longer, these benefits and cost savings for society cannot be ignored.”

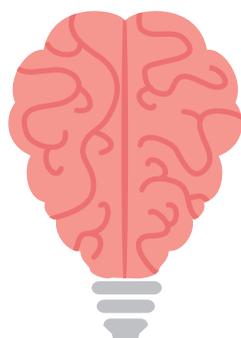
“Many of the products and services proliferating in the healthcare space are ones we have been implementing since our inception,” said Robichaud. “Services such as consumer portals, sensors and wearable technology, wireless communication, real-time locating services and telehealth products are some of the most recent product explosions in the health IT space, and we have been providing those to our customers for a long time.”



## INTEGRITY OF MOBILE DEVICES

Like many companies in the tech space, MobileHelp was founded on a mobile offering. But we also recognized as a company that we would need to ensure that no matter where our customers are, they would need a product that worked.

“Because our company’s main product line is life safety, there’s an extra layer for quality of service incorporated into our infrastructure that may not be as critical for other companies,” said Robichaud. “Because people’s lives depend upon our product, every aspect – from the second a customer presses their emergency button to the moment they get a call from an emergency responder, who knows where that customer is and who they are, and can send the appropriate level of help – there cannot be failures.”



## ARTIFICIAL INTELLIGENCE (AI)

Once a staple in science fiction, AI is now embedded in products we use every day: Apple’s Siri assistant, Amazon’s book recommendations, Facebook’s news feed and Spotify’s music discovery playlist are all examples of services driven by machine-learning algorithms.

“As we continue to collect data on ourselves, our software can be utilized to indicate how previously unnoticed patterns in our lives can begin to offer predictive conclusions,” Robichaud noted. “For example, statistics clearly demonstrate that as medication use increases, so does the risk for falls. But this can be easily mitigated: at MobileHelp, we developed an application called medication reminders to simply remind our customers to take their medication.”

As use of AI in products continues, Robichaud says it’s easy to extrapolate how that could play out to ensure greater advances in safety: “if we continue to build product offerings that leverage data we already collect regularly on ourselves,

it will become more and more commonplace to have our software ‘offer’ us suggestions based on that data – suggestions based on research.”



## SMART APPLIANCES

The internet of things, as it is known, is the universe of objects – from home security systems to lamps to thermostats – that are no longer static: they can learn habits (AI) and be controlled remotely using an app.

Smartphones and tablets, with their wide array of devices all rolled into one (camera, video recorder, GPS, calculator, watch, voice recorder, photo album and library of books), is a marvel of telecomm convergence. Armed with apps, it can also accomplish multiple health and wellness functions – from blood pressure assessment to caloric counter, manager and even work-out coach.

And yet – without interoperability – or the ability of different information technology systems and software applications to communicate, exchange data, and use the information that has been exchanged – the personal storage of the information becomes considerably less valuable.

“We are working to ensure all our software products can continue to morph into a singular platform—combining everything from our core medical alert technology to health management tools – all available on one platform.”

All of which leads to one conclusion: the wave of the future is promising, indeed.



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