mHealth & Technology Working Group

Update

Co-Facilitators: Abby King & Jason Wang
Developing Objectives

• Facilitate initial ‘big picture’ ideas generation by SoM investigators & affiliates working in this field

• Look for potential synergies across investigators to begin to identify some central themes which could drive cross-disciplinary ‘big picture’ questions to pursue

• Choose several such ideas for expanded groups to work on together
Some Initial Ideas generated thus far include:
(contributors include Sandi Winter, Tom Robinson, Paul Yock, Joy Ku, VJ Periyakoil, Jason Wang, Abby King, et al.)

- Leverage mHealth to close the **health disparities gap** in the US & elsewhere
- Use mHealth to enhance national **population-level health tracking/monitoring systems** here & abroad
- Use it to make **health-related data collection passive** (mindless) for as many people as possible
- Create an interdisciplinary **“innovation lab”** to apply **behavioral science theory in creating** and rigorously testing mHealth interventions
Some Initial Ideas generated thus far - continued

(contributors include Sandi Winter, Tom Robinson, Paul Yock, Joy Ku, VJ Periyakoil, Jason Wang, Abby King, et al.)

• Use “Big data” sets already in the “wild” to conduct experiments to make health apps more efficacious, “sticky”

• Contribute to a paradigm shift toward “agile science” in this area (rapid iteration, testing, refinement of apps to stay current with the latest tech innovations)

• Advance the “wearables” field in innovative, cutting-edge ways

• Build a “Life Course” app that “grows” with you through developmental transitions & targets those health areas of most importance to your developmental stage

Plaquemonster
Mobile app for population oral health

C. Jason Wang, MD, PhD
Director, Center for Policy, Outcomes and Prevention
Associate Professor of Pediatrics (General Pediatrics)
Co-Chair, Mobile Health, Population Health Sciences
HAPPY HALLOWEEN!

DO YOU HAVE WHAT IT TAKES TO BEAT PLAQUEMONSTER?

PROTECT AND CARE FOR YOUR PET TOOTH USING YOUR APPLE IOS DEVICE.
REQUIREMENTS: 7-16 YEARS OLD

EMAIL “TOOTHPET” TO MANUELRV@STANFORD.EDU FOR INSTRUCTIONS ON DOWNLOADING THE APP.

ENROLL BEFORE NOVEMBER 7TH, 2015.

BROUGHT TO YOU BY:

DR. JASON WANG AND THE PLAQUEMONSTER TEAM, WITH SUPPORT FROM STANFORD MEDICINE AND THE NATIONAL INSTITUTES OF HEALTH
Create-A-Pet/Choose Your Pet
- User chooses from a predefined set of four teeth with established “personalities.”
- Tooth starts out as a baby

One new Stat Added: Happiness.
- User can interact with the tooth to increase happiness. Cleanliness/Happiness may have a direct correlation.

7 day period that documents whether the user flossed/didn't floss.
- The toothpet will either become progressively dirty or clean depending on user’s flossing habits.

The plaque takeover of tooth city would be revealed during the tooth’s development from a baby to a teen.

Allow for more tooth customization to personalize experience?
- Appearance?
- Gender not restricted to tooth type?
- Tooth skill?

Open with the tooth fairy asking the user to help raise the orphaned tooth pet.

C. Jason Wang, MD PhD
The Tooth Pet ages at every weekly checkpoint
PLAQUE ATTACK
CANDY CORP EXPOSED