

# USC Body Computing Conference 2016

At the tenth annual USC Body Computing Conference, Karten Design heard from leaders in the digital health space, from technologists who are creating virtual apps that are disrupting how healthcare is being delivered, to physicians who are developing immersive virtual experiences that are designed to promote patient empathy. We witnessed the launch of the Digital Health Access Initiative, a comprehensive effort aimed at promoting health equality, and witnessed how the latest advancements in digital health technology are changing how we approach sports and military medicine.



***“In terms of digital health, we need to think about not just solving problems for one individual, but how do we have global impact and solve problems for everyone?” – Dr. Michael Quick, Provost, USC***

## Digital Health Accessibility

***“We are passionately committed to leaving no one behind in our society when it comes to healthcare.”*** –Scott Dorman, Managing Director, USC Center for Body Computing

Dr. Leslie Saxon and Scott Dorman, Managing Director, USC Center for Body Computing, introduced the Digital Health Access Initiative, a comprehensive effort aimed at providing digital healthcare access and information to underserved communities. A main focus of this initiative is to provide vital access to digital technologies, such as cell phones and tablets, which are needed to tap into the latest digital health innovations. As the Chief Medical Officer of Los Angeles County Department of Health, Dr. Hal Yee, Jr. reinforced the notion that the Digital Health Access Initiative is an amazing opportunity to lead by example and be a pioneer in digital healthcare access innovation.

## Meeting Patients’ Needs

***“The convergence of healthcare and technology has created several digital health technologies, but the real trick will be how to determine what technologies will be the most useful and actionable to the patient.”*** –Dr. Daniel Kraft, Faculty Chair of Medicine, Singularity University

Patients are empowered in defining their care experience and are taking an increasingly active role in choosing their care alternatives. Presenters stressed that in order to support the latest digital health solutions/services, it is key to understand patients’ needs, rather than wants. Stuart Karten noted that patients need simplicity in digital health solutions. In order to accomplish this, service providers must focus on connecting with patients emotionally and creating amazing experiences. This trend is also creating ripple effects in the regulatory world. Bakul Patel, FDA Administrator, noted that regulatory processes must not be necessarily aligned to laws; rather, they must focus on what is most valuable to the patient.

## Power Of VR In Health

***“Harnessing the power of VR in digital health is about finding that blending point between being in control and being taken on a journey.”*** –Evan Hirsch, Engine Co 4 LLC

We got to see how VR is continuing to have an influence over digital health, ranging from disease management, anxiety treatment, and cognitive training to surgical simulation, physician training, and psychotherapy. Embodied Labs, winner of the conference’s VR hackathon, created a VR experience designed to teach medical students about the aging experience from the first-person patient perspective. Osso VR, a surgical simulation training experience, showed us how VR is being used as a powerful training tool for surgeons and physicians. The USC Virtual Care Clinic showcased an enhanced immersive VR experience that guides patients through the surgical process and helps quell anxiety before a major surgical operation.

## TRENDS

### ➔ Sports & Military Digital Health

Digital Health is poised to have a tremendous impact on how we approach sports and military medicine. Panelists pointed out the potential of harnessing the latest digital health innovations to dive deep into sports injuries, tracking performance and treating PTSD. We also previewed how real-time health data will draw out peak performance from the next generation of players and military personnel.

### ➔ VR Development Challenges

As VR continues to have an impact in digital health, panelists noted that we still have a long way to go in terms of VR adaptability and creating meaningful content. Accessibility and winning user trust are still some of the main challenges facing digital health VR developers. Panelists encouraged users to continue to experiment and play with VR, while being skeptical of the technology at the same time.

### 💰 Warriors Of The New Economy

In 2015, venture funding of digital health companies reached over \$4 billion, totaling more than \$20 billion in overall investment. Corporate players are taking notice and continuing to tap into these new digital health innovations. As the velocity of financing continues, experts predict the “Hospital-to-Home” market as a growing potential market.