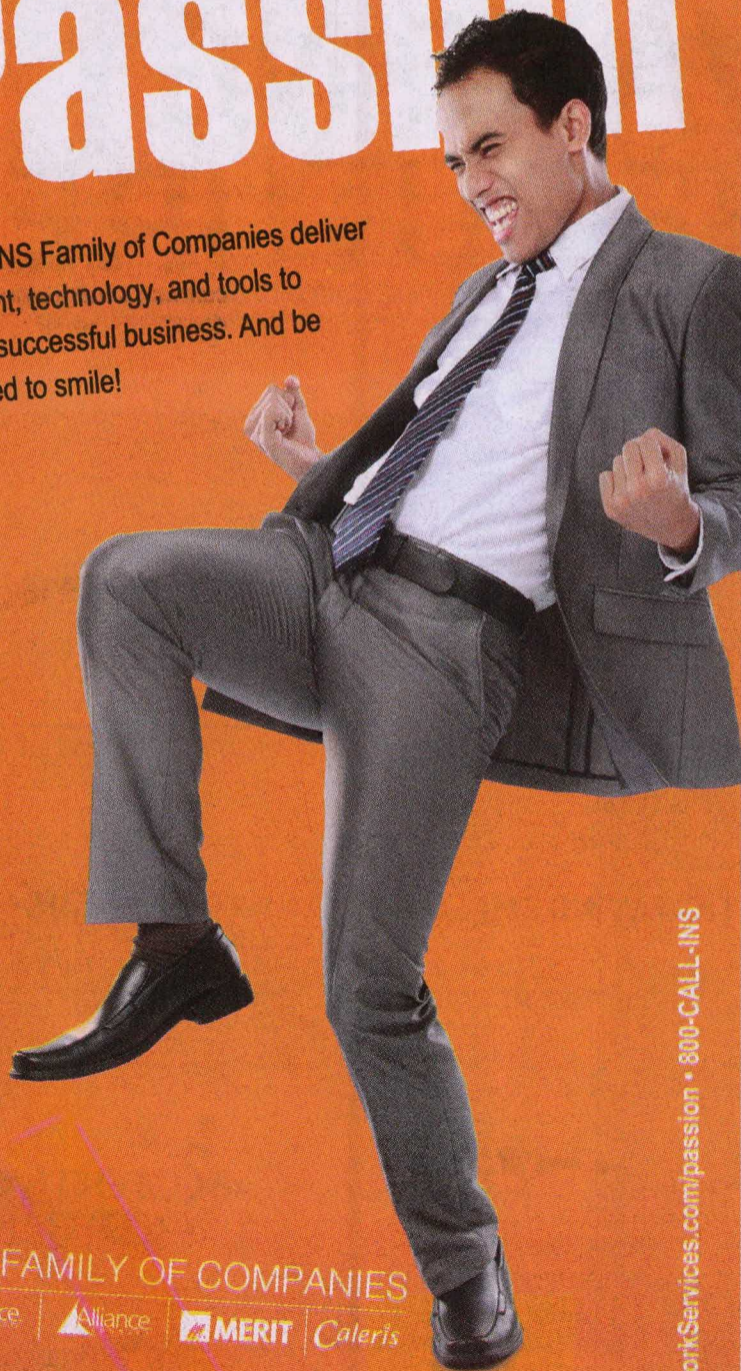


Network Connectivity • Voice and Data Services • Information Technology • Employment Services

Renew Your Passion

Let the INS Family of Companies deliver the talent, technology, and tools to grow a successful business. And be prepared to smile!



THE INS FAMILY OF COMPANIES



Software Development and Deployment • Benefits Administration • Customer Care Services

IowaNetworkServices.com/passion • 800-CALL-INS

HEALTH CARE

Innovative medicine can change health care

Throughout its history, advances in medicine have come from individuals and groups not satisfied with existing ways of exploring science, understanding disease and alleviating human pain and suffering.

With each new generation of scientists and clinicians, innovations in technology, teaching and clinical application have brought new knowledge and understanding at an accelerated pace. This game-changing medicine is a commitment to transforming the way we think about and deliver health care.

Academic medical centers have the unique opportunity to actively bring innovative technologies, ideas and procedures to the marketplace. The intellectual property and laboratory discoveries generated by these research enterprises can lead to successful partnerships, both private and public, as well as venture opportunities and commercial startups.

With the help of valued partners across Iowa and beyond, the pursuit of innovation by collegiate researchers continues to translate into — among many other things — significant contributions to the fields of diagnostic imaging, drug development and delivery and genetically inherited diseases. In fact, over the past several decades, the UI Carver College of Medicine has fostered the launch of more than 25 new commercial startups based on research and/or technology developed by college faculty, staff and students. The college is also responsible for 223 active domestic and 222 active foreign patents.

Another great example of public-private health care partnerships is the John and Mary Pappajohn Biomedical Discovery Building, which we will officially dedicate Oct. 15.

This cutting-edge facility was made possible by support from both the state of Iowa and philanthropic gifts. Its presence will attract top researchers, foster entrepreneurship and have a favorable economic impact on the state. The high-risk, high-reward interdisciplinary research conducted within the building will provide an opportunity for interdisciplinary groups of investigators to integrate expertise to address questions of fundamental biologic importance, which will be a powerful catalyst for discovery, and should bring more rapidly new ideas about the prevention, diagnosis, treatment and cure of diseases.

Innovation and impact are also evident in the rapidly evolving practice of “e-health.” The term e-health broadly encompasses videoconferencing and telemedicine, and includes mobile health and home monitoring, as well as wellness technology.

Telemedicine provides at least six fundamental benefits: improved access, cost efficiencies, improved quality, patient satisfaction, patient convenience and improved

JEAN ROBILLARD is vice president for medical affairs with University of Iowa Health Care.



case management. One example of this practice is UI Health Care’s eHealth and eInnovation Center, which puts physicians across the state in touch with specialists at the university who are trained to use telemedicine to improve outcomes and patient satisfaction, with the hope of providing services that are needed most in different Iowa communities and hospitals.

Employing e-health technologies, physicians can consult with sub-specialists from their own exam room, office or anywhere there is a high-speed data connection and the appropriate hardware. Additionally, consulting physicians can exchange test results, prescriptions and other crucial information. In this setup, the patient’s care team treats them locally, so they can remain in the community and retain their support network.

Most non-interventional medical services can be provided through telemedicine capabilities. Embracing this technology is especially important in Iowa, a predominantly rural state with an aging population, and hospitals and health systems located in dozens of small- to medium-sized communities, many of which have a shortage of specialists.

Like many businesspeople in the Corridor, health care providers are recognizing that in order to succeed they may need to do things differently, have a clear vision, take risks and blaze a future through innovation. Indeed, innovative medicine can even foster significant social and financial benefits for businesses in Iowa. These concepts can reduce the cost of treatment by more effectively treating and preventing disease. They can also promote efficient use of medical resources, which leads to less need for health care services and saves on cost. Additionally, innovative medicine can enhance employee productivity by improving patients’ levels of health.

Ultimately, innovation, impact and game-changing medicine is about making a tangible difference in the lives of people in Iowa and around the world. It’s a means to help people feel better, live longer and be healthier. By embracing entrepreneurship, innovative research and cutting-edge technology, those who practice medicine will have the skills and resources to understand problems, identify challenges and opportunities, and reach beyond traditional ways of learning, conducting research and caring for patients. ●

Copyright of Corridor Business Journal is the property of Corridor Media Group and its content may not be copied or emailed to multiple sites or posted to a listserv without the copyright holder's express written permission. However, users may print, download, or email articles for individual use.