

## [Insurance & HealthCare Tidings- 13<sup>th</sup> January, 2012](#)

### **Alabama Insurance Claims for Tornadoes Top \$2 Billion\***

Insurers have paid at least \$2.2 billion claims arising from the April tornado outbreak in Alabama, authorities said. More than 2,500 claims are still pending eight months after the storms, The Birmingham News reported. The figures, from the Alabama Department of Insurance, include amounts that insurance firms regulated by the state have paid for homes, cars, businesses and other property damaged on April 27. They do not include claims paid by surplus lines companies such as Lloyd's of London that insure some Alabama property but are not regulated by the state.

\*Source: [http://www.claimspages.com/news/alabama-insurance-claims-for-tornadoes-top-\\$2-billion/](http://www.claimspages.com/news/alabama-insurance-claims-for-tornadoes-top-$2-billion/)

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### **Allstate Files \$1.1M Fraud Case Against N.Y. Chiropractor Businesses\***

Allstate Insurance is seeking to recover more than \$1.1 million from 16 New York-area defendants. According to its federal complaint filed, the insurer alleges that a chiropractor, together with one layperson and two lay entities, illegally owned and controlled three professional medical corporations. These corporations were allegedly owned on paper by a medical doctor. These businesses were allegedly used to submit fraudulent billings to Allstate.

\*Source: [http://www.claimspages.com/news/allstate-files-\\$1.1m-fraud-case-against-n.y-chiropractor-businesses/](http://www.claimspages.com/news/allstate-files-$1.1m-fraud-case-against-n.y-chiropractor-businesses/)

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### **Insurer Sues Google in Alabama Over Unflattering Search Results\***

An insurer is hoping to use an Alabama state law governing deceptive trade practices to stop Google from prominently displaying negative websites about the company. American Income Life Insurance Co. has filed suit in the Jefferson County Alabama Circuit Court charging that Google, along with several websites, are violating state law by "intentionally disparaging the goods, services, or business of the plaintiff by false and misleading representations of fact.

\*Source: <http://www.claimspages.com/news/insurer-sues-google-in-alabama-over-unflattering-search-results/>

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### **Kinsale Insurance Announces Surplus Lines Eligibility in all Fifty States\***

Kinsale Insurance Company, a specialty P&C insurance operation headquartered in Richmond, Virginia, is now eligible to write business on a surplus lines basis in all states and the District of Columbia. The Company writes a broad array of "hard-to-place" property, casualty, professional and health Care lines of business.

\*Source: <http://www.claimsjournal.com/news/national/2012/01/11/198624.htm>

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### **Progressive Receives Fourth Patent Related to Usage-Based Insurance\***

Progressive Insurance has received a fourth patent for system technologies used with its optional Pay as You Drive insurance program, a usage-based form of car insurance. U.S. Patent No. 8,090,598 relates, in part, to producing a driver safety score based on monitored driving data. The company's usage-based insurance (UBI) program, Snapshot, is available in 39 states and the District of Columbia. It creates a personalized car insurance discount based on customers' driving habits. Drivers who

sign up for Snapshot receive a small device that plugs into the on-board diagnostic port of cars. The device records data from the vehicle and sends it to Progressive, which uses that data to calculate potential discounts.

\*Source: <http://www.claimsjournal.com/news/national/2012/01/10/198513.htm>

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### **Ground Shifting for Medical Liability Insurers\***

Although it comprises just over two percent of annual direct premiums for the U.S. property and casualty insurance industry, the medical professional liability (MPL) insurance business is integral to the U.S. healthcare system, which today accounts for almost one-fifth of the nation's gross domestic product.

\*Source: <http://www.claimsjournal.com/news/national/2012/01/05/198232.htm>

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### **Allstate Announces New Claim Satisfaction Guarantee\***

Allstate announced a new Claim Satisfaction Guarantee, promising customer's satisfaction with their auto claim service or receive a credit to their auto policy. Under the feature, eligible customers who are dissatisfied in any way with the service on a paid auto claim can receive a credit to their premium if they express their dissatisfaction in writing within 180 days of the incident that triggered the claim.

\*Source: <http://www.claimsjournal.com/news/national/2012/01/03/198029.htm>

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### **Cover-All Technologies Inc. Acquires BlueWave Technology\***

Cover-All Technologies Inc., a Delaware corporation, announced the acquisition of the assets of BlueWave Technology, including its insurance claims software, Pipeline Claims, in a cash transaction. The Cover-All/BlueWave browser-based claims administration software will be marketed both as a standalone product as well as a fully integrated component within Cover-All's existing policy and business intelligence products, offering Cover-All customers a fully integrated, full function business technology platform.

\*Source: <http://www.claimsjournal.com/news/national/2012/01/03/198023.htm>

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### **Private-Sector Insurers to Pay More Than \$32B in Claims\***

Insurance companies will pay more than \$32 billion in claims to help people rebuild homes and businesses damaged or destroyed by natural disasters in 2011, a record year for federal disaster declarations, according to the Insurance Information Institute.

\*Source: <http://www.claimsjournal.com/news/national/2012/01/03/197975.htm>

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### **Momentous Insurance Brokerage Launches Equine Specialty Practice\***

Momentous Insurance Brokerage has formed an equine specialty practice to provide insurance coverage for horse-related businesses and private horse owners. The equine practice launched at the start of the year and will offer personal equine liability, equine mortality coverage, commercial equine liability and farm/ranch coverage.

\*Source: <http://www.insurancejournal.com/news/national/2012/01/06/230176.htm>

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### **John Hancock Financial Joins Travel Insurance Marketplace\***

John Hancock Financial has entered the travel insurance marketplace. The company's product will be distributed by John Hancock Insurance Agency and underwritten by Old Republic Insurance Co. of Greenberg, Penn. The new travel insurance product combines cancellation, interruption, medical, accident and baggage protection, as well as 24-hour multi-lingual emergency services.

\*Source: <http://www.insurancejournal.com/news/national/2012/01/04/229423.htm>

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### **Medicare Plans Recruit Healthy Seniors By Offering Gym Benefits\***

Because healthy enrollees cost them less, Medicare Advantage plans would profit from selecting seniors based on their health, but Medicare strictly forbids practices such as denying coverage based on existing conditions. Another way to build a more profitable membership is to design insurance benefits that attract the healthiest patients. In a study published in the New England Journal of Medicine, Brown University researchers report that plans have managed to do just that by offering fitness club memberships as a covered benefit.

\*Source: <http://www.medicalnewstoday.com/releases/240227.php>

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### **Dilated Eye Exams For Medicare Beneficiaries Cost Effective\***

A study published Online First in the Archives of Ophthalmology, one of the JAMA/Archives journals, suggests that it "would be highly cost-effective" to replace visual acuity screenings for new Medicare enrollees with coverage of a dilated eye exam for healthy patients who enter the government insurance program for the elderly.

\*Source: <http://www.medicalnewstoday.com/articles/240205.php>

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### **Study Of Medicare Patients With PAD Helps Consumers Navigate Medical Provider And Treatment Choice\***

Although minimally invasive (endovascular) treatments for patients with peripheral arterial disease (PAD) result in shorter hospital stays and the potential to save Medicare millions of dollars each year, a new study reveals that the quality of care and cost depend on who's providing the treatment. The study, which appears in Journal of Vascular and Interventional Radiology, is the first and largest study of its kind on these treatments for Medicare patients age 65 and older.

\*Source: <http://www.medicalnewstoday.com/releases/239852.php>

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### **LIC to invest Rs 1.95 lakh crore this fiscal\***

Life Insurance Corporation (LIC) will maintain its investment in various assets classes at around Rs 195,000 crore in the fiscal 2011-12. LIC's investments in the current fiscal in the capital markets will also be at par with the last fiscal's Rs 43,000 crore.

\*Source: <http://www.financialexpress.com/news/lic-to-invest-rs-1.95-lakh-cr-this-fiscal/899150/>

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### **LIC to launch online term plan in Feb\***

Life Insurance Corporation (LIC) will sell its policy through the Internet for the first time with the launch of a pure term plan next month. "The online term plan is ready. We had some issues that we have sorted out. It should be launched by the end of next month," said acting chairman of LIC, Mr. D. K. Mehrotra. The premium rates of the online term plan are expected to be lower than what the company charges for the offline term plans.

\*Source: <http://www.thehindubusinessline.com/industry-and-economy/banking/article2796191.ece>

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### **Apollo Munich launches 'Optima Restore'\***

Apollo Munich Health Insurance has announced the launch of 'Optima Restore', a health insurance product. Optima Restore offers a 'restore' benefit that automatically reinstates the basic sum insured in case it is exhausted within the policy year. So, if the policyholder uses up the cover and falls ill with another illness, the health insurer will restore the entire amount.

\*Source: <http://www.thehindubusinessline.com/industry-and-economy/banking/article2793333.ece>

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### **United India bags TN Govt's health insurance scheme\***

Public sector insurance provider United India Insurance has bagged the Tamil Nadu government's health insurance scheme. The health insurance scheme is expected to generate a premium of around Rs 600 crore. It provides medical cover up to Rs 4 lakh (for four years). The previous government's Kalaingar Health Insurance scheme provided cover for Rs 1 lakh. This scheme was run by Star Health Insurance, which has missed the bus this time around.

\*Source: <http://www.thehindubusinessline.com/industry-and-economy/banking/article2790483.ece>

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### **IRDA slaps Rs 2 lakh penalty on MetLife India\***

The Insurance Regulatory and Development Authority (IRDA) have imposed a penalty of Rs 2 lakh on MetLife India Insurance Co Ltd for not providing the policy to a customer even after 11 months. The decision to impose the penalty was taken by the regulator after completion of investigation into a complaint lodged by a customer who applied for a life insurance policy by duly paying the premium, but received no response from MetLife.

\*Source: <http://www.thehindubusinessline.com/industry-and-economy/banking/article2788077.ece>

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### **Insurers seek Irda nod for 22 revised pension products\***

Insurance companies have approached the IRDA for review of 22 pension products fearing they may not be conforming to the regulator's guidelines pertaining to assured returns. The Insurance Regulatory and Development Authority (Irda) in November 2011 had asked all insurers selling pension products to disclose in the policy document maturity benefits for customers or else withdraw them from January 1, 2012.

\*Source: <http://www.financialexpress.com/news/insurers-seek-irda-nod-for-22-revised-pension-products/897686/>

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### **India's PM announces new pension, life insurance scheme for overseas Indian workers\***

Fulfilling a long-standing demand, the Prime Minister, Dr Manmohan Singh, announced a new pension and life insurance scheme for overseas Indian workers that would allow over five million workers, especially those working in the Gulf, to save money for the future. Announcing the Government's decision to introduce and sponsor the Pension and Life Insurance Fund at the 10th Pravasi Bharatiya Divas here, Dr Singh said the scheme will encourage the overseas workers to voluntarily save money for their resettlement and old age.

\*Source: <http://www.thehindubusinessline.com/industry-and-economy/economy/article2785079.ece>

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### **Star Health tweaks family health product\***

Standalone health insurance company, Star Health and Allied Insurance Company, announced that it has tweaked its family health product so as to offer a bouquet of new benefits to customers. The Family Health Optima product has been tweaked so that if the sum insured is exhausted, 50 per cent of the sum insured will automatically get replenished and can be availed of for illnesses other than those for which the policy was used. This facility is however available to sum insured of Rs 3 lakh onwards.

\*Source: <http://www.thehindubusinessline.com/industry-and-economy/banking/article2777917.ece>

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### **Insurance firms face Rs 10,000-cr hit on new provisioning norm \***

The general insurance industry is likely to take a Rs 10,000-crore hit in profits in the current fiscal. This follows a decision by the insurance regulator IRDA to increase the buffer that companies need to provide for the commercial third party motor portfolio. These companies will now have to bring in fresh capital. The general insurance industry is already reeling under underwriting losses of Rs 9,969 crore incurred in 2010-11, according to IRDA data. A major part of this was attributable to the loss-making motor portfolio.

\*Source: <http://www.thehindubusinessline.com/industry-and-economy/banking/article2775038.ece>

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### **HDFC Life launches online term insurance plan\***

HDFC Life Insurance announced the launch of an online term insurance plan, 'HDFC Life Click2Protect'. The plan is tailored for those who seek insurance cover at nominal premiums against their liabilities. The product also offers differential rates for women.

\*Source: <http://www.thehindubusinessline.com/industry-and-economy/banking/article2774382.ece>

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### **Irda to bring in rules for health insurance settlement claims\***

After allowing portability under health insurance in 2011, insurance regulator Irda is soon coming up with a separate health insurance claims settlement regulation. This would address issues arising out of claims not honoured by the insurers in a time bound manner. Presently there is no separate provision for the health insurance claim settlement.

\*Source: <http://www.financialexpress.com/news/irda-to-bring-in-rules-for-health-insurance-settlement-claims/896376/>

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### **Star Health announces Rs 600 crore loss in premium\***

City-based health insurance provider Star Health and Allied Insurance has reported a Rs 600 crore loss in premium this fiscal as the AIADMK government has scrapped the Kalaingar Insurance Scheme managed by the company, a top official of the firm said. Star Health and Allied Insurance had emerged as the successful bidder for the Kalaingar Insurance Scheme, a pet project of then Chief Minister and DMK President M Karunanidhi. The scheme was aimed at benefiting below poverty line families.

\*Source: <http://www.financialexpress.com/news/star-health-announces-rs-600-cr-loss-in-premium/896263/>

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### **Aegon Religare set to make iTerm policy cheaper\***

Aegon Religare Life Insurance is set to make iTerm, billed as the country's cheapest online term plan, more attractive by reducing premiums and increasing benefits in the next few days. The reduction in premium will be between 12 per cent and 32 per cent, depending on age, the sum assured and tenure, Aegon Religare Life Director (Product Development and Pricing) Mr. Rajesh Rajput told PTI.

\*Source: <http://www.thehindubusinessline.com/industry-and-economy/banking/article2771893.ece>

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### **Irda sets up panel for insurance pool of commercial vehicles\***

Insurance regulator Irda set up a 5-member committee to oversee the functioning of a pool proposed for third party insurance of commercial vehicles, which have been declined cover due to their high risk profile.

\*Source: [http://articles.economictimes.indiatimes.com/2012-01-03/news/30584761\\_1\\_insurance-pool-irda-sets-insurance-regulator](http://articles.economictimes.indiatimes.com/2012-01-03/news/30584761_1_insurance-pool-irda-sets-insurance-regulator)

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### **40% GWP growth for Cholamandalam MS General Insurance\***

Cholamandalam MS General Insurance Company Limited, a Joint Venture between the Murugappa Group and Mitsui Sumitomo Insurance Group, Japan, has achieved a Gross Written Premium (GWP) of Rs 1,000 crore during the first three quarters of the current financial year, a growth of 40 per cent over the same period of 2010-11. This is the first time that the company has crossed this mark in its nine year history, the company said in a press release.

\*Source: <http://www.financialexpress.com/news/40-gwp-growth-for-cholamandalam-ms-general-insurance/894794/>

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### **Allianz Life Hires Exec With Customer Intelligence Focus\***

Minneapolis-based Allianz Life has named Lisa Hoene senior director of market management. Hoene will be responsible for customer experience and customer intelligence at Allianz, which the company describes in a release as two of its top initiatives.

\*Source: <http://www.insurancetech.com/business-intelligence/232400248>

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### **Health Net Sells Medicare Part D Business to CVS \***

VS Caremark Inc is buying the Medicare prescription drug plan business of a unit of Health Net Inc for \$160 million, in its latest deal to expand in a growing segment of the pharmacy benefit management market. Health Net said in a statement that it expects the deal, subject to regulatory approval from the Centers for Medicare and Medicaid Services, to close in the second quarter of 2012. The managed care company expects net cash proceeds of \$140 million from the sale.

\*Source: <http://www.insurancetech.com/management-strategies/232301486>

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### **TriZetto Acquires MDE, Beefing Up Medicare Advantage and Medicaid Capabilities\***

TriZetto (Denver) has acquired Medical Data Express (MDE, Chandler, Ariz.), expanding the vendor's offerings for Medicare Advantage and Medicaid payers. Health plans use MDE's technology and services to meet federal and state mandates for claim submissions that require medical encounter data formats. Plans also use MDE for automated end-user claims-testing

technology to complete system upgrades, migrations and configuration changes, helping to ensure accuracy and reduce costs, according to TriZetto.

\*Source: <http://www.insurancetech.com/regulation/232301339>

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### **Insurance CIOs Vary in Value Proposition Views\***

Insurance CIOs view many of their contributions to the organizations they serve as one of supporting new strategic initiatives, while the most important factor in CIOs' ability to deliver on this value proposition is their relationship with business leaders. Such are the results of a new report, "Creating Enterprise Value as CIO," issued by New York-based research and consulting firm Novarica. The report targeted 111 members of its more than 300-member Novarica Insurance Technology Research Council, a moderated membership group of senior insurance IT executives from both the property/casualty and life/annuity sectors.

\*Source: <http://www.insurancenetworking.com/news/novarica-cio-proposition-values-29718-1.html>

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### **Chinese Insurance Market in Flux\***

Although China's total insurance premiums in 2011 rose 10 percent to 1.43 trillion yuan (\$226.64 billion) from a year earlier, many insurance companies have not kept up with "the profound changes in the external environment," according to the country's regulatory body.

\*Source: <http://www.insurancenetworking.com/news/China-insurance-market-29709-1.html>

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### **More Insurers Using Interstate Compact For Product Approval\***

Insurers are warming to the notion of standardized product approval according to a report from consulting and actuarial firm Milliman Inc. Authored by Jeff Kulesus, the report finds burgeoning support for the Interstate Compact among insurers. Overseen by the Interstate Insurance Product Regulation Commission (IIPRC), enables companies to submit a single product for approval in up to 40 states (and Puerto Rico) and to expect approval in 60 days or less.

\*Source: <http://www.insurancenetworking.com/news/insurance-product-approval-compact-29684-1.html>

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### **Insurance Direct Mail Down 11%\***

The always-on, always-up digital culture that has been so readily adopted by younger Americans is having an impact on direct mail, according to Mintel Comperemedia, a firm that provides competitive intelligence services. The firm reports that direct mail volume to consumers from life, health and property/casualty insurers is down 11 percent in Q3 2011 compared to Q3 2010.

\*Source: <http://www.insurancenetworking.com/news/direct-mail-digital-insurance-29678-1.html>

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### **BCBSNC, UNC Health Care Open Health Practice\***

Two groups focused on reigning in costs have established a primary care physician practice in North Carolina. Blue Cross and Blue Shield of North Carolina (BCBSNC) and UNC Health Care announced Carolina Advanced Health to eligible BCBSNC customers in December. The new medical practice is a collaborative approach designed to enhance efficiency and quality of care by coordinating a patient's health care under one roof, say the companies. By doing this, the practice will improve health and quality standards and reduce complications among patients – both of which are expected to reduce medical costs.

\*Source: <http://www.insurancenetworking.com/news/bcbsnc-health-care-insurance-claims-29666-1.html>

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### **Global Insurers Ranked\***

Spurred by its \$16.2 billion acquisition of American Life Insurance Co., MetLife Inc. moved into the top five while American International Group Inc. (AIG) slid from third to fifth in A.M. Best's rankings of the top 25 global insurers based on nonbanking assets. UnitedHealth Group and WellPoint Inc., at third and eighth, respectively, were the only U.S.-based insurers to rank in the top ten based on net premiums written.

\*Source: <http://www.insurancenetworking.com/news/Global-insurance-rankings-29660-1.html>

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### **Social Media Helps Insurance Aggregator\***

Online Insurance Marketplace, an online community for educated consumers to shop and access quotes for insurance plans from various companies, has taken its social media efforts to a new level, promoting life insurance on its Facebook page by offering a simple poll question.

\*Source: <http://www.insurancenetworking.com/news/life-insurance-aggregator-online-poll-29658-1.html>

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### **Workers in unorganized sector under health insurance scheme\***

The union cabinet brought workers in the unorganized sector under the cover of Rashtriya Swasthya Bima Yojana through which they are entitled to smart card-based cashless health insurance cover of Rs.30, 000 per family every year.

\*Source: <http://economictimes.indiatimes.com/personal-finance/insurance/insurance-news/now-workers-in-unorganised-sector-under-health-insurance-scheme/articleshow/11461297.cms>

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### **BofA and others being probed over home insurance\***

The New York state's financial regulator is probing several large banks, including Bank of America Corp and Citigroup Inc, on whether they overcharged customers on force-place insurance, a source familiar with the matter said.

\*Source: <http://economictimes.indiatimes.com/news/international-business/bofa-and-others-being-probed-over-home-insurance-says-a-source/articleshow/11446368.cms>

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### **Smaller hospitals invest in high-end medical equipment, technology\***

Small specialty hospitals and centres are acquiring latest equipment and technology, investing a significant portion of their annual sales in a single machine to specialize in their niche areas in order to attract high-end customers from corporate hospital.

\*Source: <http://economictimes.indiatimes.com/news/news-by-industry/healthcare/biotech/healthcare/smaller-hospitals-invest-in-high-end-medical-equipment-technology/articleshow/11418352.cms>

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### **Buying insurance for wedding can cover its risks\***

The budget runs into several crores of rupees and the number of invitees is close to 1,000. Given the scale of the event, you know there are chances that many a things could go wrong. Therefore, one of the first things you would do as an event manager is to recommend buying insurance to cover the risks that could jeopardize the function.

\*Source: <http://economictimes.indiatimes.com/personal-finance/insurance/analysis/buying-insurance-for-wedding-can-cover-its-risks/articleshow/11383664.cms>

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### **ING Abandons European, Asian Offering\***

Dutch financial-services company ING Group NV has dropped plans to float its insurance and investment management operations.

\*Source: <http://online.wsj.com/article/SB10001424052970204542404577156063251321128.html?KEYWORDS=insurance>

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### **NY unions sue state over retiree insurance\***

Unions representing state workers in New York have filed a federal lawsuit against the Cuomo administration challenging an increase in the percentage of health insurance contributions for thousands of retirees. According to the unions, the unilateral change raised rates another 2 percent for retirees who were contributing 10 percent of individual premiums and 25 percent for family coverage based on contracts when they retired.

\*Source: <http://online.wsj.com/article/AP0119a64bc51146d1b216df4d87d3132a.html?KEYWORDS=insurance>

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### **Walgreen Is Firm on End of Express Scripts Deal\***

The chief executive of the Walgreen Company defended the chain's decision to end its relationship with the prescription benefit manager Express Scripts, even as rivals have stepped up their efforts to attract pharmacy customers covered by Express Scripts plans.

\*Source: [http://www.nytimes.com/2012/01/12/business/walgreen-stands-firm-on-decision-to-end-express-scripts-deal.html?\\_r=1](http://www.nytimes.com/2012/01/12/business/walgreen-stands-firm-on-decision-to-end-express-scripts-deal.html?_r=1)

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### **GSK offers MyAsthma management app in the UK\***

Pharmaceutical giant GlaxoSmithKline (GSK) has offered up a new, free asthma management app, called MyAsthma, for iPhone and Android users in the UK. The app's core offering is an Asthma Control Test (ACT), which is a simple 30-second test that provides users with an index score for how well they are managing their asthma overall. UK-based Replay Digital developed the app for GSK. Dr. Mike Thomas, Senior Research Fellow with the University of Aberdeen and Chief Medical Advisor, Asthma UK, helped develop the app along with Professor Rob Horne, a behavioral psychologist at the University of London.

\*Source: <http://mobihealthnews.com/>

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### **Health apps, devices generated \$718M in 2011\***

A new report from Research2Guidance estimates that the total 2011 revenues generated by mobile health apps, companion health devices and related services totaled \$718 million, which marked a seven times increase over 2010's \$100 million

estimate. Still, the research firm said that mHealth is still in its “embryonic state” and it could grow substantially in the years to come. Mobile health revenues will climb into the billions by 2016 when mobile health services and related device sales will each account for a couple billion dollars in revenues.

\*Source: <http://mobihealthnews.com/>

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### **Merge Healthcare focuses on mobile access (not apps) for remote medical imaging\***

Count imaging software vendor Merge Healthcare among those offering a mobile option for remote viewing of medical images. But rather than assume everybody wants an app for Apple or Android devices, the vendor is relying on the Web and the cloud to deliver high-quality images and access to radiology reports on mobile devices.

\*Source: <http://mobihealthnews.com/>

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### **Microsoft, Healthrageous join Ford to research in-car health monitoring\***

Ford Motor Co. is building on its in-car health monitoring initiative by teaming with Microsoft and Healthrageous to research how people can monitor their health and promote wellness with connected devices while in their vehicles. The companies are taking advantage of the spotlight at the massive 2012 International CES trade show in Las Vegas to show off a prototype called “the car that cares.”

\*Source: <http://mobihealthnews.com/>

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### **H1N1 inspired FDA call for adverse reactions app\***

The US Food and Drug Administration (FDA) wants to develop a mobile app that helps it collect information and send out alerts about adverse reactions to experimental medications prescribed during public health crises. The agency realized the need for such an app during the 2009 H1N1 (swine flu) outbreak.

\*Source: <http://mobihealthnews.com/>

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### **LG taps Independa to bring health app to TVs\***

At CES, Independa announced plans to bring its health and social engagement platform, Angela, to senior communities through a pilot with LG Electronics’ US-based R&D subsidiary, Zenith.

\*Source: <http://mobihealthnews.com/>

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### **Happtique steps up to certify mobile health apps\***

Happtique, a healthcare-focused appstore, announced plans to create a certification program that will help the medical community determine which of the tens of thousands of health-related mobile apps are clinically appropriate and technically sound. The company has tapped a multi-disciplinary team to develop the “bona fide mHealth app certification program” within the next six months. The program is open to all developers and will be funded by developer application fees.

\*Source: <http://mobihealthnews.com/page/2/>

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### **iHealth Lab plans to offer iPad glucose meter\***

iHealth Lab made an unexpected move at CES: It unveiled the iHealth Smart Glucometer, which attaches to the iPhone the same way Sanofi's iBGStar device does. iHealth Lab announced more than just the glucose meter: It also unveiled a Bluetooth-enabled version of its Blood Pressure Dock and a new design for its Wireless Body Fat Scale. The company expects to begin shipping each of the three devices during second half of 2012, pending clearance from the FDA, of course.

\*Source: <http://mobihealthnews.com/page/2/>

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### **Fitbit debuts its Aria WiFi scale at CES\***

Fitbit unveiled its first product outside of wearable activity monitors at CES: the Aria WiFi Smart Scale, a connected weight scale similar to Withings' WiFi scale offering. The Aria scale measures weight, body fat percentage, as well as BMI and uploads the data via the user's home WiFi network to Fitbit's online portal. The device is expected to launch in late April and will retail for \$129.95.

\*Source: <http://mobihealthnews.com/page/2/>

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### **Best Buy's new health experiment: Selling Aetna's wellness programs\***

The biggest health-related news that broke ahead of the massive Consumer Electronics Show (CES) taking place in Las Vegas wasn't the launch of some new connected health device or fitness tracker. Instead, the big story (so far) is about an unlikely experiment that a trio of Best Buy stores in the Chicago area is undertaking with health insurance provider Aetna.

\*Source: <http://mobihealthnews.com/page/2/>

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### **First mobile medical app to get CE Mark in UK\***

While AirStrip just announced that it had secured a CE Mark for its suite of mobile medical applications, it may have not been the very first medical app to secure a CE Mark and be publicly available in the UK market. Another app, created in cooperation with a team of UK-based plastic surgeons, apparently carries that distinction.

\*Source: <http://mobihealthnews.com/page/2/>

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### **Basis previews its health dashboard at CES\***

At CES Basis previewed its online portal, a dashboard for its upcoming Basis B1 band wrist-worn device. The dashboard displays the information collected by the device, including calories burned, steps taken, and hours slept, which it also rolls into a number of "points" for an overall index number (out of 100).

\*Source: <http://mobihealthnews.com/page/2/>

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### **Tinke, an iPhone dongle pulse oximetry device\***

Singapore-based Zensorium unveiled Tinke, an iPhone peripheral pulse oximeter device, at CES (Consumer Electronics Show). Tinke is a compact device that measures blood oxygen levels, respiratory rate, and heart rate. It connects to iOS devices via the Apple device's dock connector.

\*Source: <http://mobihealthnews.com/page/3/>

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### **BodyMedia to offer disposable health tracking patch\***

At CES (the Consumer Electronics Show) in Las Vegas, BodyMedia announced plans to offer a disposable, peel-and-stick, biometric patch developed in conjunction with medical device company Avery Dennison. The companies expect the device to be used in preliminary evaluations for weight management. (Notably, BodyMedia has an existing relationship with Jenny Craig, however, the weight loss program was not specifically mentioned in the most recent announcement.)

\*Source: <http://mobihealthnews.com/page/3/>

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### **Health apps already a bigger market than remote monitoring\***

According to a recent report from Frost & Sullivan, in 2015 the market for mobile health applications will be about \$100 million bigger than the market for remote patient monitoring. Frost estimates that mobile health apps will reach \$392 million in 2015, while remote patient monitoring will hit \$294.9 million. Frost estimates that mobile health apps earned revenues in 2010 of \$230 million, a higher than expected total. Remote patient monitoring generated \$126.8 million in revenues.

\*Source: <http://mobihealthnews.com/page/3/>

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### **Merck to invest upwards of \$17M in Skyscape\***

Physicians Interactive, which offers the popular professional medical app Skyscape, announced that Merck will invest up to \$17 million in the company via its Global Health Innovation Fund (GHIF). Initially, the financing includes \$8.5 million, but depending on whether the company meets certain milestones, Merck's GHIF could bump the investment up another \$8.5 million for a total of \$17 million.

\*Source: <http://mobihealthnews.com/page/3/>

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### **Telcare's wireless glucometer to launch next week\***

Walt Mossberg, technology columnist for the Wall Street Journal, broke the news this morning that Telcare's cellular-enabled blood glucose meter will become commercially available next week. (Assumedly timed to launch at CES, the big consumer tech event in Las Vegas.)

\*Source: <http://mobihealthnews.com/page/3/>

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### **Drugs.com taps Healthline to monetize its 3.6M mobile users\***

Healthline Networks inked a deal with Drugs.com to become the exclusive provider of direct to consumer advertising for the popular site, which counted about 19.4 million unique visitors in the month of October. Drugs.com provides "free, independent, peer-reviewed, objective and up-to-date drug information" to both consumers and medical professionals. The deal is for consumer marketing on both the Drugs.com website and its mobile channels.

\*Source: <http://mobihealthnews.com/page/3/>

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### How will the mobile health market evolve in 2012?\*

Will consumers understand mobile technology in healthcare? When I checked into a San Diego hotel for the Healthcare Unbound conference last summer, the clerk asked me if I was in town for some big software show going on at the convention center. No, I said, I was there for this other, smaller meeting at the Manchester Grand Hyatt about wireless healthcare technologies.

\*Source: <http://mobihealthnews.com/page/4/>

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### Insurer: Apps may help unravel complexity of health insurance\*

David Passavant, the senior director of consumer innovation at UPMC Health Plan, which is owned by the University of Pittsburgh Medical Center, sees the advent of mobile health apps as an important tool for unraveling the “incredibly complex and confusing” world of health insurance for consumers.

\*Source: <http://mobihealthnews.com/page/4/>

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### Yoritex demos BlackBerry medical device hub\*

Apple’s iPhone has been widely praised for its elegant design. Similarly, the much-heralded iPhone ECG from Dr. David Albert’s AliveCor is simplistic in its form, easily bolting on to the back of the iconic smartphone.

\*Source: <http://mobihealthnews.com/page/4/>

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### Small medical practices to spend \$7K on tablets this year\*

About 76 percent of small- and medium-sized medical and dentals offices plan to purchase tablets in the next year, according to research firm NPD Group’s recently published Third Quarter SMB Technology Report. What’s more, these practices expect to spend about \$6,800 on tablets, NPD told DOTmed news. NPD conducted the survey in September 2011.

\*Source: <http://mobihealthnews.com/page/4/>

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### Utah home health provider says app saves time, money\*

A small healthcare provider in Utah has saved \$500,000 over the past year and reduced employee travel time 70 percent using a mobile EMR app, according to a report in ZDNet. First Choice Home Health & Hospice of Utah, used the Allscripts EMR for Windows 7 smartphones and saved half a million dollars and hours of travel time for remote clinicians.

\*Source: <http://mobihealthnews.com/page/4/>

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### Independence Blue Cross gears up to launch apps\*

Philadelphia-based insurer Independence Blue Cross (IBC) will release multiple mobile applications using Kony’s middleware development platform, called KonyOne. The platform enables developers to create scalable apps that work across a number of devices and operating systems.

\*Source: <http://mobihealthnews.com/page/4/>

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### **iTriage makes HealthVault data viewable via iPhone app\***

iTriage announced that it has integrated with Microsoft's HealthVault to provide users of the location-aware symptom checker app a read-only view of their personal health records. The integration makes HealthVault data viewable via an iPhone app. iTriage expects to make a similar update to its Android app in the next few weeks.

\*Source: <http://mobihealthnews.com/page/5/>

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### **Can mobile apps and devices curb obesity?\***

MobiHealthNews launched its latest paid research report, mObesity: How Mobile Tools Could Help Prevent Obesity Through Weight Management Apps and Connected Fitness Devices. The report focuses on the news, challenges, and missteps made by some of the highest profile companies offering connected fitness services today. In its 65 pages, mObesity includes a roundup of a couple dozen startups working in the sector; the announced investment activity surrounding connected fitness startups in the past three years; a discussion of mistakes made (and still being made) by the current crop of wellness startups; a review of some of the efficacy and effectiveness studies about connected fitness devices; and much more.

\*Source: <http://mobihealthnews.com/page/5/>

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### **Digitas: Pharma is missing mobile opportunity\***

Marty DeAngelo, vice president and director of interaction design at Digitas Health, believes that pharmaceutical companies are failing to capitalize on the rise of the mobile channel as a way to reach consumers and healthcare professionals. In a column over at MediaPost, DeAngelo claims that of the top 25 drug brands in 2010, only three had mobile websites as of December 2011.

\*Source: <http://mobihealthnews.com/page/5/>

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### **Former Apple exec invests in Misfit Wearables\***

Toward the end of last year the Boston Globe's technology columnist Scott Kirsner reported that former Apple CEO John Sculley had invested in Misfit Wearables, a new startup from the co-founder of AgaMatrix, Sonny Vu. Kirsner reported that Misfit Wearables' first product would ship by the end of 2012 and that it had raised some \$750,000 in funding so far. Investors include Sridhar Iyengar, Vu's co-founder at AgaMatrix; John Sculley, former head of Apple from 1983 to 1993; and Vu.

\*Source: <http://mobihealthnews.com/page/5/>

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### **Less than 1 percent of hospitals fully use tablets\***

Less than one percent of US hospitals have fully functional tablet systems, according to Jonathan Mack, director of clinical research and development at the West Wireless Health Institute. Despite financial incentives from the government, US hospitals are still slow to adopt EMRs, Mack told Kaiser Health News in a recent interview. Those that do might not have access to a native tablet application from the EMR developer, and even then, the app might include only read-only functionality. To circumvent this, virtualization programs such as Citrix are used on EMRs designed for keyboard input, making for a slow and frustrating usage experience.

\*Source: <http://mobihealthnews.com/page/5/>

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### **Feds to spend \$6.5B on health IT in 2016\***

The US federal government's healthcare IT spending is set to increase by \$2 billion between 2011 and 2016, according to a recent report by the research arm of Deltek. The firm found that 2011 spending hit about \$4.5 billion and it will grow to \$6.5 billion by 2016, marking an increasing of 7.5 percent CAGR. The report also found that overall federal healthcare expenditures will almost double from \$766 billion in 2011 to \$1.4 trillion in 2020. Health IT investments are seen as one way to help curb those costs.

\*Source: <http://mobihealthnews.com/page/6/>

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### **Berg: 2.2M patients remotely monitored globally\***

Approximately 2.2 million patients globally used a home-based remote monitoring device as of the end of 2011, according to a recent report from Berg Insight. The metric only accounts for devices that use fixed wireless, cellular, and fixed line connections. Devices that connected via smartphones or PCs were not included in the statistic. In addition, the number of home health monitoring devices in use with embedded cellular connectivity increased from 420,000 in 2010 to about 570,000 in 2011, and is expected to hit 2.47 million in 2016.

\*Source: <http://mobihealthnews.com/page/6/>

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### **Does web OS have a future in healthcare?\***

HP's web OS platform may find new life as an open source operating system for healthcare applications. Researchers at Stanford University have developed applications for the HP TouchPad tablet, a discontinued web OS device, to operate an interventional MRI scanner and view patient respiration data and images gathered from the device.

\*Source: <http://mobihealthnews.com/page/6/>

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### **Humana Says Medicare Advantage Sales to Be Better Than Expected in 2012\***

Humana Inc. , the second-largest U.S. Medicare managed-care provider, said 2012 sales in its line of Advantage plans will be better than expected.

\*Source: <http://www.medicarenews.net/humana-says-medicare-advantage-sales-to-be-better-than-expected-in-2012-01-2012.htm>

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### **Hospice company accused of ripping off Medicare\***

A national hospice company improperly cycled patients through nursing homes and hospices with a goal.

\*Source: <http://www.medicarenews.net/hospice-company-accused-of-ripping-off-medicare-01-2012.htm>

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### **New changes for Medicare in 2012 bring extra screenings, discount on generic drugs, more\***

Those receiving Medicare now have more preventive services covered and can look forward to a price break in the program's infamous "doughnut hole," a gap in prescription drug coverage for those with Medicare drug plans.

\*Source: <http://www.medicarenews.net/new-changes-for-medicare-in-2012-bring-extra-screenings-discount-on-generic-drugs-more-01-2012.htm>

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### **Medicare Payment Reform, SGR Repeal Top AAFP's Legislative, Advocacy Agenda\***

Medicare payment reform and the need to replace the sustainable growth rate, or SGR, formula continued to drive much of the AAFP's legislative and advocacy efforts in 2011, as the Academy repeatedly pressed Congress for fundamental Medicare payment reform. Academy leaders and staff members met regularly with both lawmakers and their staff members to generate support for payment reform.

\*Source: <http://www.medicarenews.net/medicare-payment-reform-sgr-repeal-top-aafps-legislative-advocacy-agenda-01-2012.htm>

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### **Medicare debate is all about the baby boomers\***

Baby boomers take note: Medicare as your parents have known it is headed for big changes no matter who wins the White House in 2012. You may not like it, but you might have to accept it.

\*Source: <http://www.medicarenews.net/medicare-debate-is-all-about-the-baby-boomers-01-2012.htm>

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### **Congress needs to fix formula for paying Medicare and Tricare doctors\***

Congress has known for a decade that the formula it set in 1997 for adjusting physician payments under Medicare — and by extension the fees paid to civilian doctors under Tricare, the military's health insurance program — is seriously flawed and can't be allowed to take effect.

\*Source: <http://www.medicarenews.net/congress-needs-to-fix-formula-for-paying-medicare-and-tricare-doctors-4-01-2012.htm>

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### **Raising Medicare's eligibility age would save money, but also shift costs\***

A new Congressional Budget Office estimate found the federal government could save \$148 billion over 10 years by gradually increasing the Medicare age to 67.

\*Source: <http://www.medicarenews.net/raising-medicare-eligibility-age-would-save-money-but-also-shift-costs-01-2012.htm>

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### **Universal American to Gain Medicare Patients in Deal for APS Healthcare\***

Universal American Corp. , an insurer specializing in Medicare coverage, agreed to buy APS Healthcare Inc. for \$227.5 million to expand services for patients of government health programs.

\*Source: <http://www.medicarenews.net/universal-american-to-gain-medicare-patients-in-deal-for-aps-healthcare-01-2012.htm>

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### **State may streamline Medicare, Medicaid\***

State officials want to change the way health care is delivered to the 190,000 Ohioans enrolled in both Medicaid and Medicare, so that the beneficiaries only have to work with a single entity to receive the services. A draft proposal of the plan was released by Gov. John Kasich's Office of Health Transformation.

\*Source: <http://www.medicarenews.net/state-may-streamline-medicare-medicaid-01-2012.htm>

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