

# Eric Link – Relevant Project Experience

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- Relevant project experience from 2003 to present
- Innovative technologies and programs for:
  - diabetes management,
  - asthma management,
  - behavior change,
  - patient education,
  - data collection and
  - patient engagement

# Timeline

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- 2002 – Wireless Diabetes Management System
- 2003 – GlucoDYNAMIX System, with focus on self-management and patient education
- 2004 – GlucoDYNAMIX Intensive Management Protocols
- 2005 – Virtual Learning using Text Messaging
- 2006 – BellSouth Type 2 Diabetes Education & Social Networking Pilot
- 2007 – Comprehensive clinical protocols written for mobile education and self-care systems including asthma
- 2008 – South Texas Diabetes & Asthma Network launches thanks to USDA Distance Learning & Telemedicine competitive grant
- 2009 – Developed 2nd Generation Asthma Education & Monitoring System in a pediatric focused pilot
- 2010 – HRSA Office for the Advancement for Telehealth Text Messaging Patient Education and Data Collection

# Program Development and Research Grants

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- Robert Wood Johnson Foundation Racial Disparities (finalist)
- Health Research Innovation Fund (NHS) \$ 65,000
- USDA Distance Learning & Telemedicine \$455,000
- HRSA / Office for the Advancement of Telehealth \$750,000
- Lichtenstein Medical Research Foundation \$430,000

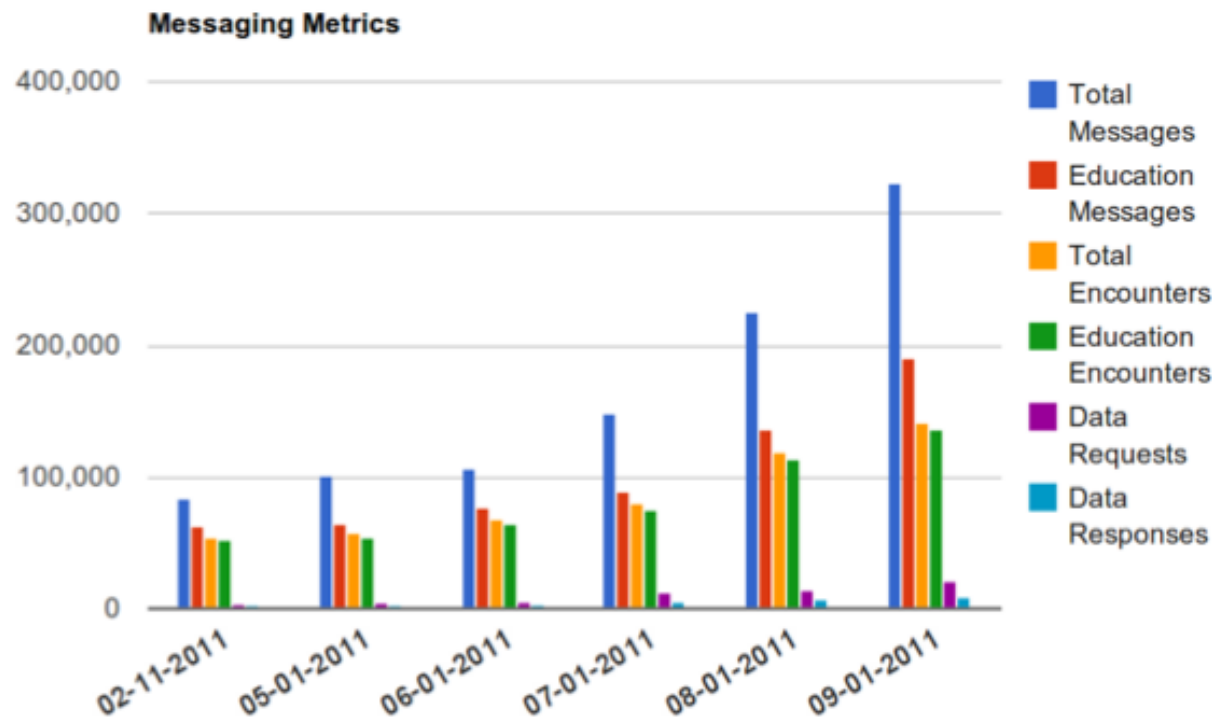
# Clients

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- Texas Medicaid Members (Preliminary Results)
- AT&T Employees
- Blue Cross Blue Shield of Texas Beneficiaries
- Kaiser Permanente Innovations Research Subjects
- NHS / UK – Salford Royal Foundation Trust and Salford Primary Care Trust (pregnancy/kids)
- Baylor Health Care System – Pancreatic Islet Cell Transplant (PICT) Program Participants
- Driscoll Children's Health Plan
- Children's Medical Center of Dallas
- Cook Children's
- North Texas Asthma Coalition
- State of Texas Department of Medicaid
- Texas Tech University Health Sciences Center
- Albert Einstein College of Medicine of Yeshiva University

# Example: Mobile Education, Engagement and Data Collection through Interactive Text Messaging

## Messaging Metrics



**Illustration 8: Messaging Metrics Graph**

	Total Messages	Education Messages	Total Encounters	Education Encounters	Data Requests	Data Responses	% Responses
02-11-2011	84,138	62,125	54,400	52,160	3,153	1,096	34.76%
05-01-2011	101,978	64,705	57,019	54,690	3,382	1,181	34.92%
06-01-2011	106,568	77,059	67,820	65,069	3,950	1,417	35.87%
07-01-2011	147,829	88,771	79,600	75,001	11,431	4,072	35.62%
08-01-2011	225,705	136,248	118,874	113,628	14,757	6,249	42.35%
09-01-2011	323,916	190,885	141,185	135,925	21,311	8,288	38.89%

**Illustration 9: Messaging Metrics Table**

- Registered 30k participants over two years (Cumulative Year 2 data shown)
- Participants selected Asthma, Diabetes or both as areas of interest
- Interactive 'smart' algorithms using rules engine created custom experience for each individual Participant
- Delivered 190k education messages
- Sustained a 38% Response rate after two years (Engagement rate)
- 8K 'hard data' points collected via requests (Specific Health Metrics)