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THE DOCTORS:

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THE APP: iClickCare is a HIPAA - secure solution for collaborating with other health care professionals via the iPhone, iPad or a computer. iClickCare® enables healthcare providers to “talk” with their colleagues using text, pictures, video, and PDF, and provides a secure archive of cases.

WHERE DID THE IDEA COME FROM?

Personal need. In the 1990s, while working as a pediatrician at United Health Services in Binghamton, Cheryl needed a means to advise and assist nurse practitioners in offsite school-based clinics. With email and the Internet gaining common use, she and Larry developed a computer system in 1995, ClickCare, which provided a telemedicine

link between the UHS pediatric office and the centers. They began offering ClickCare for commercial sale to other providers via clickcare.com beginning in 2006. In 2010, with the proliferation of the iPhone, the Kerrs created iClickCare for the iPhone as well as the computer.

INTENDED USERS: All health-care professionals involved in a patient's care. “People who really understand the importance of coordinated care have been the first users,” says Cheryl.

WHAT IT DOES: iClickCare provides a means to collaborate with other providers offsite while maintaining HIPAA confidentiality. For example, a teenage girl visited her doctor with problems walking—her right foot didn't dorsiflex in the gait sequence. The primary care physician took a short video and simultaneously sent it to three colleagues via iClickCare—a neurologist, an orthopedist, and a neurosurgeon. The neurosurgeon operated on the patient the next day to remove a spinal



Cheryl Kerr, MD '72, and Lawrence Kerr, MD '72

tumor. Or this case: a 70 - year - old man came to a rural emergency room with a severe injury to his arm caused by his garage door spring. Fearing the need for amputation, clinicians sent photos of the injury to a larger hospital an hour away. The operating team there was able to prepare for the incoming surgery and the patient's arm was saved. iClickCare archives all of a user's cases, including photos and videos, so they can be easily referenced later.

HOW IT IMPROVES THE PRACTICE OF MEDICINE:

It can lead to faster, more accurate diagnoses for the patient while providing greater physician satisfaction. “It allows clinicians to provide quality, coordinated care, the very principles we were taught at Upstate,” says Larry. “If you send a patient for a referral and you hear back what happened six weeks later, it's hard to connect that back in a satisfying way,” adds Cheryl. “But if you get a conversation going with a referring provider within a day or so via iClickCare, it is much more satisfying and your patient feels much better served.” The app was cited by Steve Wozniak from the stage at the American Telemedicine Association meeting in 2012.

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