



Cloud Accelerate

# Improving Health Care Outcomes with Doctor Direct Cloud Connected Monitoring and Physician Support



# Cast



Jim Cook  
Patient &  
Verizon Customer



Dr. Noel Smith  
Jim's Primary Care Physician



Jack Simpson  
Verizon Wireless  
Store Manager

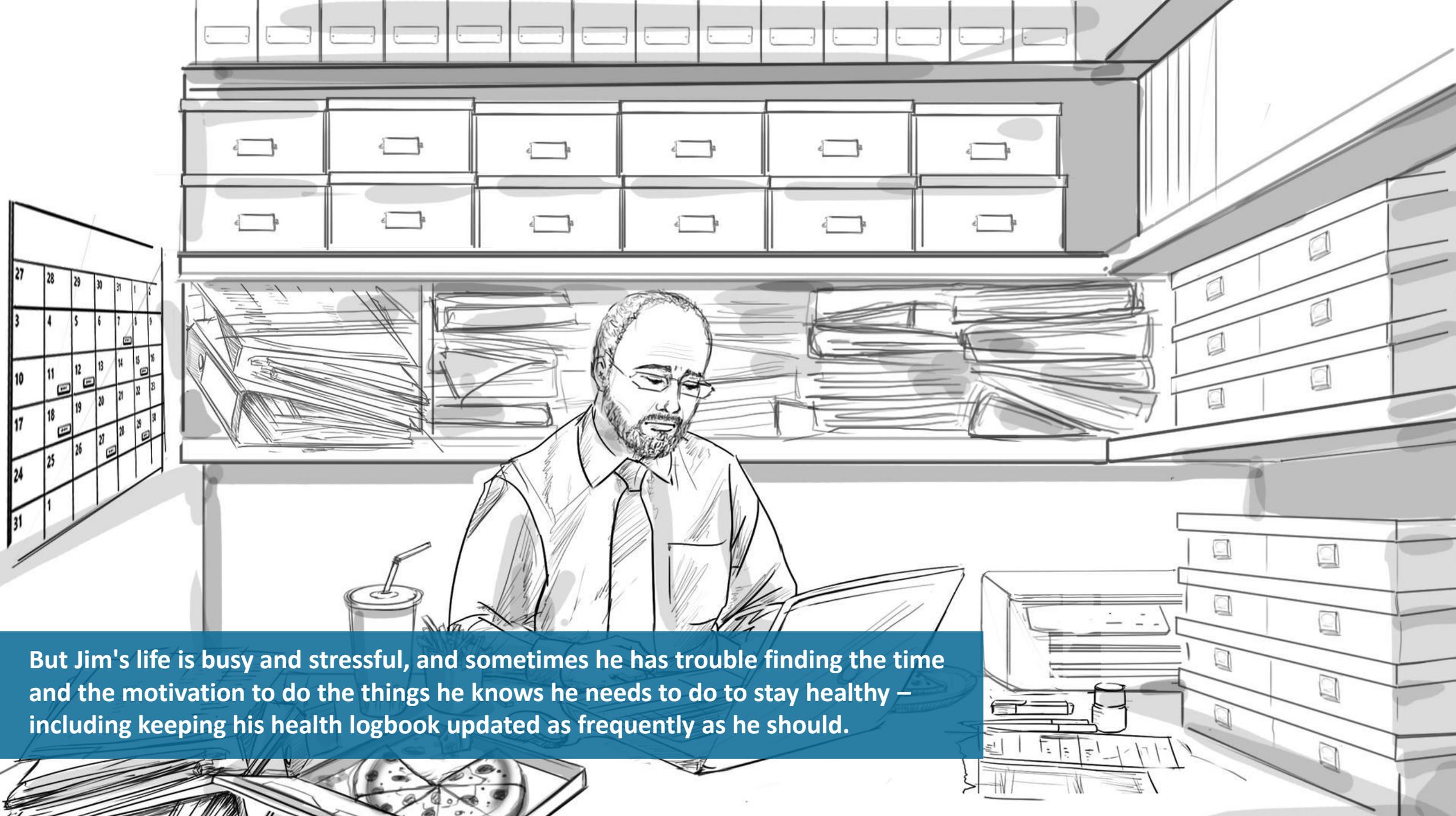


**Jim Cook is a 60 year old office worker who suffers from both Type II diabetes and coronary artery disease.**

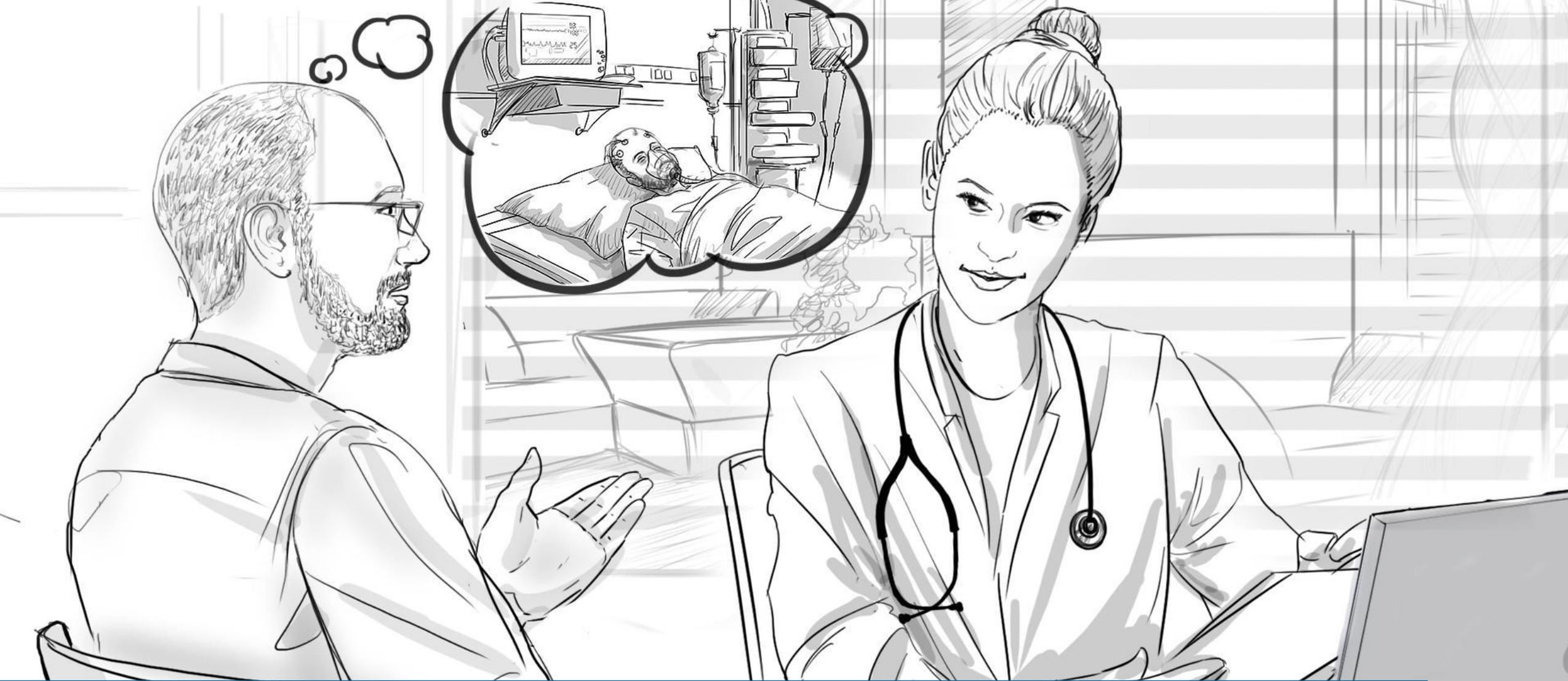


Jim tries to stay on top of his medical conditions by getting some exercise, watching his diet, checking his pulse rate, blood pressure, blood sugar, and weight, while also visiting his doctor for regular check-ups and reporting all of the numbers he tracks in a notebook.





But Jim's life is busy and stressful, and sometimes he has trouble finding the time and the motivation to do the things he knows he needs to do to stay healthy – including keeping his health logbook updated as frequently as he should.



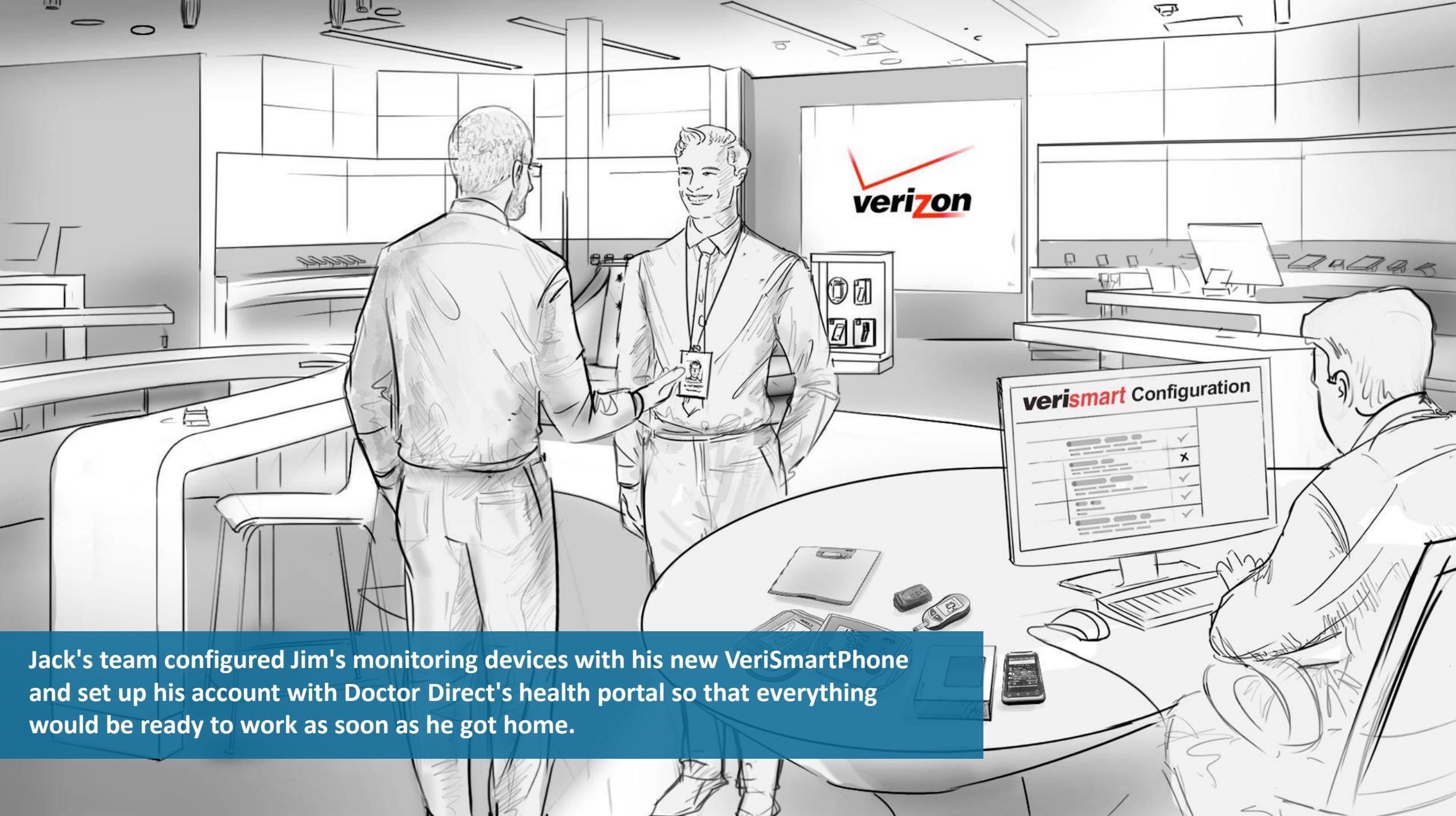
When Jim finally did find some time to see his primary care physician, Dr. Noel Smith, Dr. Smith made it clear to Jim that if he couldn't find a way to be more consistent with his efforts to take care of himself and to provide her with all of the information she needs to help keep him on track, the results could be very serious.



**Dr. Smith suggested to Jim that he might want to check out a new program from Verizon she had been using with a few of her patients. The program offers wireless reporting of the data Jim needs to track using FDA approved devices and smart phones connected to Doctor Direct's health management cloud. Jim agreed that sounded like it might be a better option than what he'd been doing so Dr. Smith wrote him a prescription for the devices he would need to get started.**



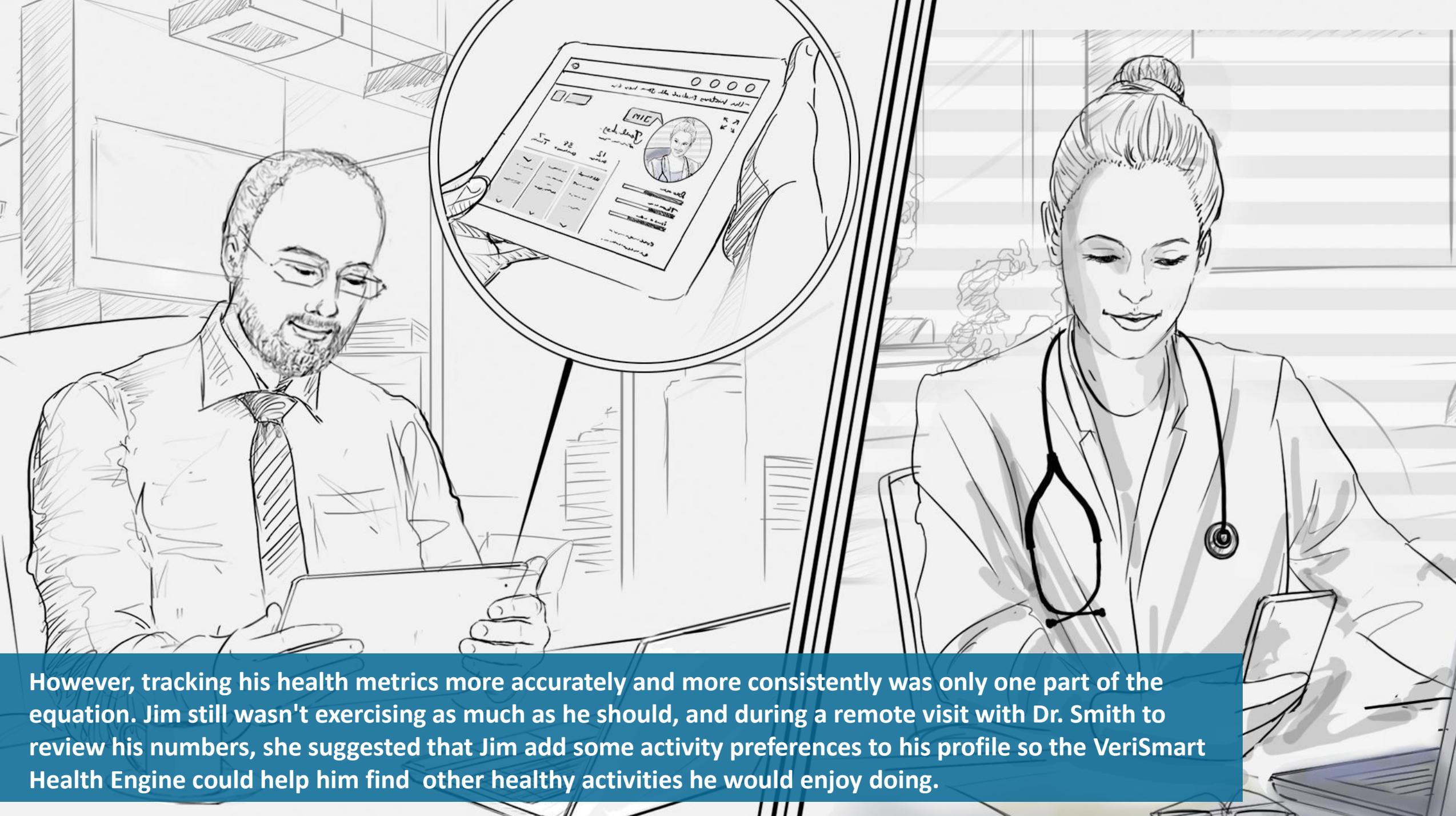
On his way home from the appointment with Dr. Smith, Jim happened to pass by his local Verizon store, so he stopped in to investigate the program she mentioned. Jack Simpson, the store manager, walked Jim through the features of Verizon's real-time health monitoring service, and Jim was so impressed he decided to order the service and the monitoring devices he needed, right there in the store.



Jack's team configured Jim's monitoring devices with his new VeriSmartPhone and set up his account with Doctor Direct's health portal so that everything would be ready to work as soon as he got home.



Using the app to track his data and seeing the results in real-time as they appeared online made it easy for Jim to stick with the program. The experience was actually kind of fun – almost like ‘leveling up’ in a video game, except that in this case, the progress was real, and he could feel the results as his health improved. Dr. Smith was able to view the results in tandem and respond to any anomalies.



However, tracking his health metrics more accurately and more consistently was only one part of the equation. Jim still wasn't exercising as much as he should, and during a remote visit with Dr. Smith to review his numbers, she suggested that Jim add some activity preferences to his profile so the VeriSmart Health Engine could help him find other healthy activities he would enjoy doing.



With his profile configured, Jim's phone started notifying him of events he could participate in locally to keep his exercise routine varied and fun. One weekend he got a notice about a charity bike ride happening in a nearby park, and through the app he was not only able to register for the event, but he also got a great discount on a bike rental for the day.



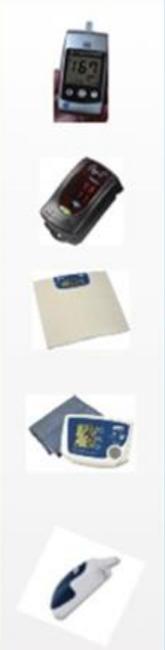
At Jim's next annual checkup, Dr. Smith was happy to report that he now seemed to be back on the path towards maintaining his health by becoming more active and more diligent about tracking and managing his conditions.



Cloud Accelerate

# Notional Architecture

**Bluetooth  
Medical  
Devices**



# Doctor Direct – Medical Engine

## Notional Architecture

“VeriSmartPhone”



Receive data from Verizon devices through Bluetooth

Pass-through of Bluetooth data to ICS

Doctor/Nurse instructions push notifications to “VeriSmartPhone”

“VeriSmartPhone”



**Jim Cook**  
Patient & Verizon Customer



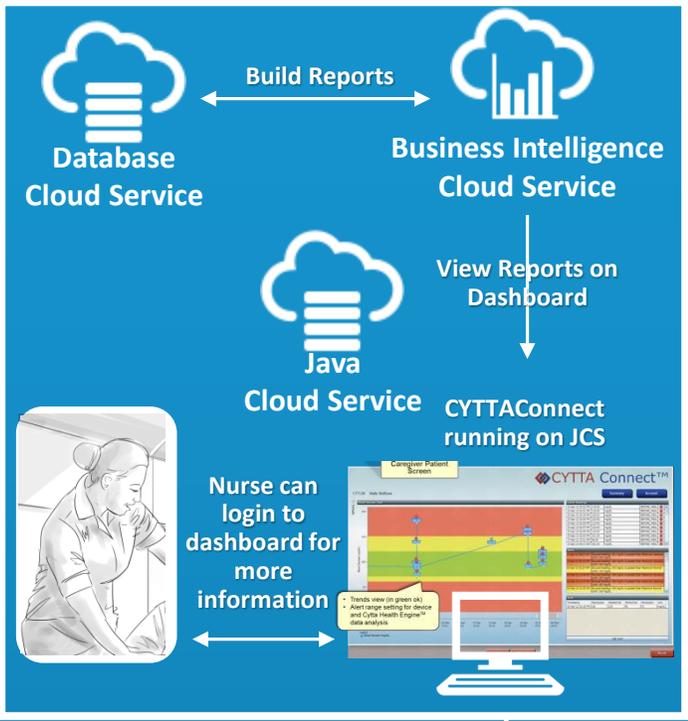
Handles all processes including tracking Dr. Noel 's sign up bonus for signing up Jim



Integrated with ICS to handle all backend integrations



Push Notification to Nurses/Dr. Noel for Alerts

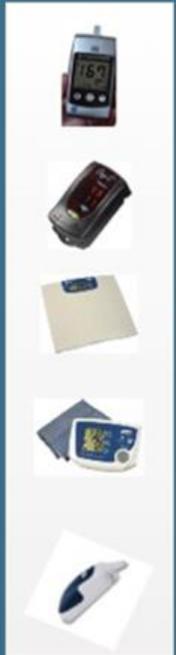


Dr. Noel signs up Jim who is added to the reporting dashboard



**Dr. Noel Smith**  
Jim's Primary Care Physician

**Bluetooth  
Medical  
Devices**



# Doctor Direct – Medical Engine

## Notional Architecture

“VeriSmartPhone”



Receive data from Verizon devices through Bluetooth

Pass-through of Bluetooth data to ICS

Doctor/Nurse instructions sent as push notifications to “VeriSmartPhone”

“VeriSmartPhone”



Mobile Cloud Service

Integrated with ICS to handle all backend integrations

Process Cloud Service

Handles all processes including tracking Dr. Noel’s sign up bonus for signing up Jim

Integration Cloud Service

Reporting Dashboard receives Bluetooth data

Send/Receive Documents to/from DCS

Document Cloud Service

Control content displayed and user privileges on website

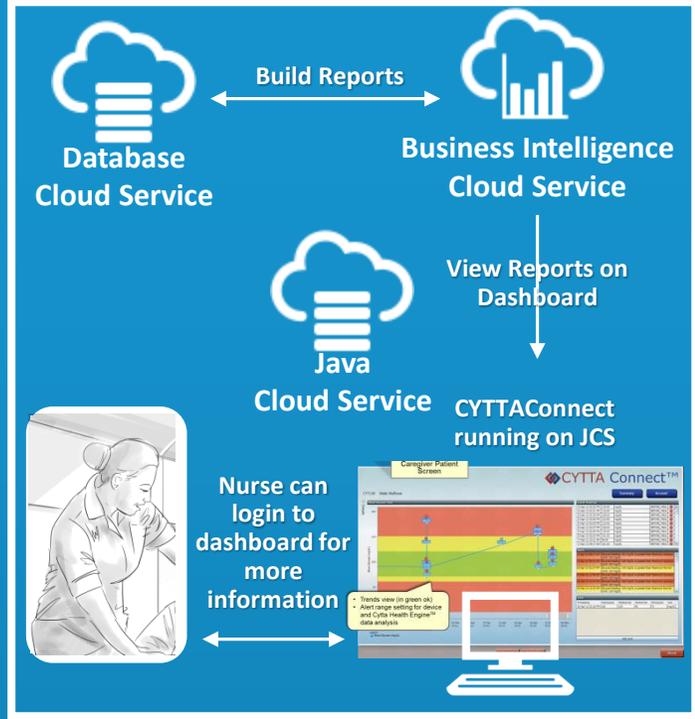
Collaborate on Documents with patient

Sites Cloud Service

View Information on “CYTTAConnect Patient Portal”



Dr. Noel Smith  
Jim’s Primary Care Physician

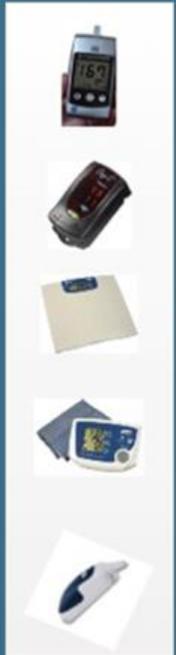


Dr. Noel signs up Jim who is added to the reporting dashboard

Jim Cook  
Patient & Verizon Customer



**Bluetooth  
Medical  
Devices**



# Doctor Direct – Life Engine

## Notional Architecture

“VeriSmartPhone”



Receive data from Verizon devices through Bluetooth

Pass-through of Bluetooth data to MCS

Notify Jim of Local “Life Events” through CYTTAConnect mobile application



Integrate with ICS to handle all backend integrations



Set Rules/Processes depending on the “Life Event” chosen



Update Dr. Noel’s approval decision



Approve/Reject



Request event for Jim giving relevant data and returning “Life Event”

Filter through information about Jim from multiple sources to recommend “Life Events”



Receive Data from multiple sources to be filtered

- Yahoo Data
- AOL Data
- E-Commerce



Social Cloud Service

\*Optional\* Notify Dr. Noel to login to CYTTAConnect Dashboard application to approve “Life Event”



**Jim Cook**  
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**Dr. Noel Smith**  
Jim’s Primary Care Physician

# Safe Harbor Statement

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