

TECHNOLOGY SUMMIT SCOOP - SEPT

WHO WE ARE & WHAT WE'RE DOING

As a result of the COVID-19 pandemic, telehealth has quickly become a more prominent aspect of clinical practice in psychiatry. This has raised a multitude of questions and discussions about how to integrate telehealth effectively and efficiently into practice, not only in the short-term but also in the future. Because of this, in 2020 and 2021, the AAPM&R brought together members in a practice collaborative to hear from those that have successfully implemented telehealth into their practice and those that have ran into barriers that are looking for guidance. The Academy's recent telehealth efforts have included a Telehealth Innovation Workgroup, AAPM&R's white paper, [Telehealth in PM&R: Past, Present and Future in Clinical practice and Opportunities for Translational Research](#), interviews with members, and participation in AMA's, now sunsetted, Telehealth Immersion Program. [Learn more about the Academy's Telehealth Resources here.](#)

IN THE NEWS

In late August, Pfizer launched PfizerForAll™, a direct-to-consumer digital platform designed to facilitate same-day in-person or telehealth consultations, home delivery of medications and tests, and vaccination scheduling. This platform integrates patients' existing insurance and pharmacy programs, and also collaborates with UpScriptHealth, Instacart, and Alto Pharmacy. This development mirrors Pfizer's competitor, Eli Lilly, which launched a similar direct-to-consumer platform, LillyDirect earlier this year. [Read more about this move into telehealth here.](#)

READING OF THE MONTH

The [Peterson Health Technology Institute \(PHTI\)](#) is a \$50M initiative that provides independent evaluations of innovative digital health technologies to improve health and lower costs. Through its rigorous, evidence-based research, PHTI analyzes the clinical benefits and economic impact of digital health solutions, as well as their effects on health equity, privacy, and security. These evaluations inform decisions for providers, patients, payers, and investors, accelerating the adoption of high-value technology in healthcare. Recently, PHTI released a Virtual Musculoskeletal (MSK) Solutions report in which they conducted an evaluation of virtual MSK care solutions for adults with conditions ranging from low back to knee, hip, shoulder, and neck pain. We are excited to hear from Caroline Pearson, PHTI Executive Director, during her presentation at the Technology Summit on the morning of December 6. [Read the full report here.](#)

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LOGISTICS

Kayla Martin has sent out an email containing travel details for the Summit. Please book your flights by **October 25** (this differs from the date in the original email). If you have any questions or concerns, please reach out to kmartin@aapmr.org.

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COMPANY CENTER STAGE

We are excited to welcome Summit attendee, Katie Mueller, representing Masimo:

“Masimo is a global medical technology company that develops and produces industry-leading monitoring technologies, including innovative measurements, sensors, patient monitors, and consumer solutions. Our mission is to improve patient outcomes, reduce the cost of care, take noninvasive monitoring to new sites and applications, and improve life. Masimo’s breakthrough SET® pulse oximetry measurement allows accurate, reliable noninvasive and continuous monitoring in challenging conditions like motion and low perfusion. Powered by the Masimo Hospital Automation™ platform and AI-driven algorithms, Masimo connectivity, automation, and telehealth solutions continue to improve and automate care delivery both in the hospital and the home. From the Root® connectivity hub to home-based Masimo SafetyNet® for tetherless remote patient management, to the newly announced Masimo W1® medical watch, Masimo continues to advance the forefront of care.”