Evidence-based medical management
Avoid unnecessary studies and procedures
Increase consistency of clinical care
Reduce healthcare costs
Reduce medicolegal anxiety

Mobile Apps
Powerful vector for influencing physician behavior
Versatile medium
Global audience
Platform hegemony
Few intermediaries
Near immediate real world impact
Core Competencies
Chuck's background

Engineering
Publications and Design
print & electronic
Radiology
academic & private practice
Management
Health Outcomes Measurement & Reporting

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Dieter Rams' Principles of Good Design

Good design is...

Innovative
Makes a product useful
Aesthetic
Makes a product understandable
Unobtrusive
Honest
Long-lasting
Thorough down to the last detail
As little design as possible
120K
Not counting updates, re-downloads, or downloads to other devices

<table>
<thead>
<tr>
<th>Lung screening scoring</th>
<th>2,500 unique app sessions/month</th>
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<tbody>
<tr>
<td>American College of Radiology Lung BIADS</td>
<td></td>
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<tr>
<td>Lung cancer lymph node staging</td>
<td>6,500 unique app sessions/month</td>
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<tr>
<td>International Association for the Study of Lung Cancer Thoracic Lymph Node Map</td>
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<tr>
<td>Incidental lung nodule management</td>
<td>10,000 unique app sessions/month</td>
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<tr>
<td>Fleischner Society Guidelines</td>
<td></td>
</tr>
</tbody>
</table>

Future Directions

Deliver much more complex solutions
Port to Android
Outcomes studies
Sustainable financial model

More Information

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