
The Smart Move by the State of Iowa With Smartphone Healthcare *Healthcare Reaches All with the Signing of the Expanded Rural Tele-Health Act HB 572*

The need for access to healthcare has not, up until now, been available to every corner of the State of Iowa, without involving travel. Now, it is a time and cost saver for rural Iowans.

It is a world of technology, today medical services can be provided economically to all via the **Smartphone, Tablet, Lap-top and Desk-top computer**. Gone are the days of the radio connection in the Outback of Australia with its 'Flying Doctor' aircraft service or believe it or not in the Glens and Highlands of Scotland by going communications digital.

It is not just about trust and technology, doctors, hospitals, and patients require *privacy* when it comes to medical issues. Security and trust are vital and demanded in these hallowed grounds of wellness. We have all seen the issues of social media concerns.

Our computer and security organization didn't just start, **CommSmart Global Group**®, a **LexisNexis Risk Solutions**® **Partner** has its roots back in 1976 and the first micro-computers. Today, **ProxComm Technology**® is the global leader in contextual proximity leveled communications. Simply using the Smartphone, which is now the security blanket for all, which we never leave home without. We feel sought of naked if we cannot find it!

A bill approved by the Iowa Senate requires health insurers to cover both telehealth and in-person services **equally** and will expand rural access to telemedicine, particularly in specialty areas such as psychiatry and much more.

"Telehealth services are growing in this state, especially in rural areas like mine," said Senator Dennis Guth, R-Klemme, the bill's floor manager. "This bill is necessary to make sure that insurance covers these services just as if they were delivered in person."

The legislation states that telehealth services, or services delivered through the use of interactive audio, video, or other electronic media, must be in accordance with generally accepted health care practices and standards.

Totally achievable securely via all means of computer connection, especially the Smartphone. Medical data is protected under the HIPPA rules and will not change, although our personal security of all devices must be frontline with education for all of protecting our devices and personal data.

The marketing and education of this extreme change in the payment of these services must be recognized as a key technology change, with Iowa at the forefront.

Our solutions are agnostic to the type of Smartphone or mobile provider the patient or family uses. A Rural Tele-Health Mobile App must be required for an overall safety and security factor and will enhance the capability of healthcare providers to serve those in need. Health insurers and providers need to work hand in hand with logical accessed solutions, with those that have the expertise and not get bogged down in the possible 'what-ifs' that have already globally been answered and implemented.

Education and marketing of these services should use contextual leveled solutions, directly to the patient base. Telehealth is a strong move to improving society in bringing professional services to outlying areas of the State of Iowa. There will still be in-person visits and it is there that the captive audience in a waiting room requires quality information, which is available on their Smartphones. Knowledge is power and waiting rooms are boring places, we improve that.

This has now changed with *Proximity Beacons* and *Enhanced QR Codes*, which are a one-way street of streaming information and notifications. This transmission is just that, it collects no information from the patient whatsoever.

Rural Tele-healthcare has to be simplistic to be successful. *ProxComm Technology* is the conduit between all, especially the myriad of vendors in the Tele-Health/Medicine marketplace. Our global expertise over the decades with the secure transference of information is second to none as a proprietary proven solution.

It is about triggering the solution as a universal resolution. The delivery of education, services, and marketing are vital for this excellent move by the State of Iowa to succeed for all!

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