

CTIA The Wireless Association celebrates wireless health and communications technology in San Diego

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CTIA's Wireless IT and Entertainment 2009 meeting wrapped up last week in San Diego - and for the first time celebrated two San Diego clusters - communications technology and wireless health. This four day mega international meeting featured a full educational track "Where Healthcare and Wireless Converge" on the exploration of wireless health, including the business case, advances in telemedicine and body sensor technologies. An inaugural Wireless Health Pavilion featured leading wireless health innovators including local companies.... and live demonstrations on the trade show floor. Areas covered included wellness, fitness, healthcare and remote care. The meeting included addresses by Irwin Jacobs and Paul Jacobs of Qualcomm discussing their work in the wireless health space and the strides they have made in fostering and growing the mHealth community. The wireless health portion of the meeting was held in partnership with Qualcomm Wireless Health and San Diego based Wireless Life Sciences Alliance, an exhibitor at the Pavilion. Joining Wireless Life Sciences Alliance and Qualcomm Wireless Health in the tradeshow floor from San Diego were MEDCEL (division of VOCEL) and Triage Wireless. The international Alliance is based in San Diego and was founded almost five years ago by CONNECT COO, Camille Sobrian, Don Jones, Vice President of Healthcare, Qualcomm and Rob McCray, Senior Advisor, Triple Tree. Rob McCray has just been appointed CEO of the Alliance.

CTIA's new focus on wireless health was kicked off last spring when the organization joined the Wireless Life Sciences Alliance as a member and participated in the Alliance's May Wireless Life Sciences Convergence Summit in San Diego. CTIA also hosted Dr. Eric Topol, Director, Scripps Translational Science Institute and Chief Academic Officer, Scripps Health as keynoter at their International CTIA WIRELESS 2009 show in Las Vegas in April. All this activity in the wireless world indicates that wireless health may finally have passed the tipping point.