# Mobile Health Platforms

**Your Name**

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**Describe your idea and position:**

The development of mobile technology as platforms for measuring physiological and behavioral parameters is a rapidly growing area. While there is great interest in using mobile technology platforms to collect persistent measurement, translating those measurements reliably into clinical insight is a major leap.

Areas of potential interest and applicability:
1. Inference of physiological parameters during clinical trials as possible endpoints and surrogate biomarkers;
2. Estimation of cognitive state (e.g., after injury, during recovery);
3. Interoperability between platforms
4. Visualization
5. Methods for addressing missing data, artifacts, etc.

**Criteria considerations:**

- **Market potential**: Fast-growth area, supported by Apple, Android, Fitbit, etc.; standards would provide platform for developing more advanced applications/services
- **Technical feasibility**: Varies depending upon application; would require effort to investigate and prioritize specific opportunities
- **Readiness**: Same as above
- **Distinct identity**: Would have to be deconflicted with other standards, but could build off current IEEE life science standards efforts
- **Participation**: Would require identifying diverse stakeholder groups with collective interest in establishing standards
- **Champion**: IEEE / Pharma consortiums / AMIA or AMA

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Insert any additional information, slides