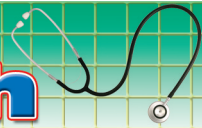


Spotlight on Health



Managing A Serious Medical Condition Made Easier

(NAPSA)—Help in keeping a chronic health condition under control may be at the fingertips of more and more Americans these days. That's because, increasingly, whatever you've got, there's an app for it.

Innovative new health data management systems allow patients to use technology to maximize the effectiveness of their medical care. By electronically relaying information about their condition and treatments directly to their healthcare providers via handheld devices or Web interfaces, patients not only improve communication with their doctors but can even improve their own treatment outcomes. In the process, they have taken an active role in managing their medical issues, gaining a powerful sense of control over the management of their condition.

One of the newest examples of this technology is a groundbreaking mobile application from CSL Behring, a biopharmaceutical company committed to the rare disease and bleeding disorders communities. The application was developed to help those with hemophilia A, a hereditary bleeding disorder that causes people to bruise easily and to have frequent or severe bleeding episodes. According to the U.S. Centers for Disease Control and Prevention, hemophilia affects about 20,000 Americans.

How It Works

Based on feedback from healthcare professionals, patients and caregivers, CSL Behring's HeliTrax® System lets people with hemophilia enter bleeding events and treatment into a specially designed software platform for Apple's iPhone®, iPod touch® and iPad™ devices. The information is automatically and securely relayed to their Hemophilia Treatment Center (HTC) and is com-



Health data management systems let patients take control of their health records, which can help them better understand and manage their medical conditions.

patible with the American Thrombosis and Hemostasis Network's national database for the bleeding disorders community.

How It Helps

"People with chronic conditions have to constantly monitor their disorders and the medications they take, which can be stressful and overwhelming at times," said clinical researcher Jill Leone, RN CCRP. "If patients can use an everyday piece of technology to help manage their health, some of that burden can be reduced."

Before health management applications, patients and their caregivers had to manage their conditions with paper forms. Mobile systems help reduce human error and give healthcare providers immediate access to their patients' information, which can prove especially useful in the case of an emergency.

More Information

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