



bond

DIGITAL HEALTH SOLUTIONS





Chronic Obstructive Pulmonary Disease



Born gentle

PROUD mothers, please forgive us if we too feel something of the pride of a new parent. For new Philip Morris, today's Philip Morris, is delighting smokers everywhere. Enjoy the gentle pleasure, the fresh unfiltered flavor, of this new cigarette, born gentle, then refined to special gentleness in the making. Ask for new Philip Morris in the smart new package.



King Size or Regular Soap-open Pack

New Philip Morris...gentle for modern taste
 envisioningatheamericandream.com



Every doctor in private practice was asked:
 —family physicians, surgeons, specialists...
 doctors in every branch of medicine—
 “What cigarette do you smoke?”

According to a recent Nationwide survey:

More Doctors Smoke Camels than any other cigarette!

U. S. Research Shows Camels, Winston-Phillips, N.C.

Not a guess, not just a trend...but an actual fact based on the statements of doctors themselves to 3 nationally known independent research organizations.



THE
 “T-ZONE” TEST
 WILL
 TELL YOU

The “T-Zone”—T for taste and T for throat—is your own laboratory, your guiding general, for any cigarette. For only your taste and your throat can decide which cigarette tastes best to you... and how it affects your throat. On the basis of the experience of many, many millions of smokers, we believe Camels will see your “T-Zone” to a “T.”

Yes, your doctor was asked...along with thousands and thousands of other doctors from Maine to California. And they've named their choice—the brand that more doctors named as their smoke is **Camel!** Three nationally known independent research organizations found this to be a fact. Nothing unusual about it. Doctors smoke for pleasure just like the rest of us. They appreciate, just as you, a mildness that's cool and easy on the throat. They too enjoy the full, rich flavor of expertly blended costlier tobaccos. And they named Camels...more of them named Camels than any other brand. Next time you buy cigarettes, try Camels.

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Lung disease costs the United Kingdom £11bn every year - report

Campaigners say the NHS and the devolved governments should create taskforces and produce strategies to tackle the illness.

Wednesday 15



Top Stories



LIVE: 'Hero' gets Government honour



Attacker of WhatsApp before

- COPD just one of the major chronic diseases
- 1,000,000 + diagnosed in UK – expected 3,000,000
- 400,000,000 sufferers world wide
- 3rd largest cause of death – 2nd in India
- Largest GP user group
- 3rd largest cause of emergency hospitalisations
ie Paramedic, ambulance, A&E, hospital bed

- World cost
- £1,200 Billion
- EVERY YEAR



That's just one chronic disease

The most significant 4

Approximate the GDP of China

World's obesity crisis: One THIRD of the global population are now deemed overweight or obese, major study reveals

- Obesity is a 'rising pandemic' and a 'global public health crisis', researchers said
- Experts believe it is behind booming global rates of diabetes and heart disease
- The startling paper was based on a compilation of figures from 195 countries
- It found that 2.2 billion people - 30 per cent of the world - are now overweight

By [BEN SPENCER MEDICAL CORRESPONDENT FOR THE DAILY MAIL](#)

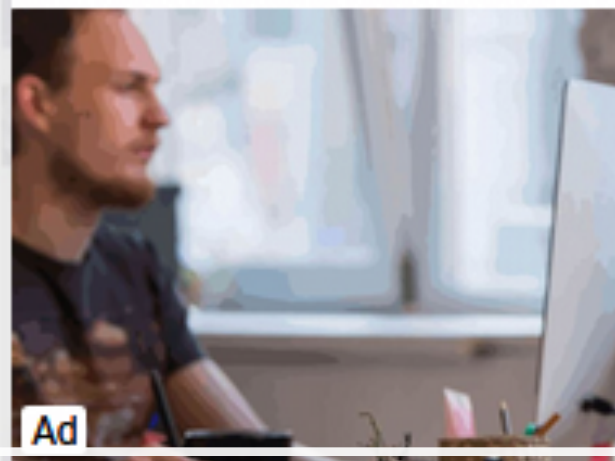
PUBLISHED: 16:27, 12 June 2017 | **UPDATED:** 16:29, 12 June 2017

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Nearly a third of the world's population is now overweight or obese, a major study has revealed.





Let's get positive

(Soothing music plays in background)



				s m t w t f s							s m t w t f s							s m t w t f s							s m t w t f s						
Wellness	Sleep	Interruptions	number	1	1	2	2	3	3	3	3	4	2	2	0	1	1	1	1	1	0	1	0	0	0	1	1	2	1	1	1
		Asthma/breathing	1-5	1	2	2	3	4	4	4	5	4	3	2	1	1	1	1	1	1	2	2	1	1	1	1	2	1	1	1	1
	Daily	Nasal	1-5	1	1	2	2	3	3	3	3	3	2	2	2	2	2	1	1	2	1	1	1	1	1	1	2	3	3	1	1
		Prostate	1-5	1	1	1	3	2	2	1	1	1	1	1	1	1	1	1	1	1	2	2	1	1	1	1	1	2	1	1	1
		Cough	1-5	2	3	3	3	3	3	3	4	3	3	2	2	2	2	2	2	2	1	1	2	2	2	2	2	1	2	2	2
		Asthma/breathing	1-5	2	2	2	3	3	3	4	4	4	3	2	1	1	1	1	1	1	2	2	1	1	1	1	2	1	1	1	1
		Nasal	1-5	1	1	2	2	2	3	3	3	3	3	3	2	2	2	1	1	1	1	1	1	1	1	1	2	1	1	1	1
		Sinus pain	1-5	1	1	1	1	1	1	3	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
		Prostate	1-5	1	1	1	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	3	1	1
		Cough	1-5	2	2	3	3	3	3	3	4	3	3	3	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1
		Exacerbation	1-5	1	1	1	1	1	2	4	4	4	3	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
		general wellness	1-5	4	4	3	2	2	2	1	1	1	1	1	1	1	1	2	4	4	4	4	4	4	4	4	3	4	4	4	4
		Life Style	Exercise Plan	y/n	y	y	n	n	n	n	n	n	n	n	y	y	y	y	y	y	y	y	n	y	y	y	y	y	y	y	y
Activity	1-5		2	1	1	1	1	1	1	1	1	1	1	1	2	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	
Weight	base 76 KG		+2	+2	+1	0	0	-2	-3	-3	-3	-4	-3	-4	-2	0	+1	+2	+2	+2	+2	+3	+2	+2	+2	+1	+2	+2	+2	+2	
Nasal Wash (coffee etc)*	y/n		y	y	y	y	y	y	y	n	n	y	y	y	y	y	y	y	y	y	y	y	y	y	y	y	y	y	y	y	
Medication	Steroids	5mg					6	6	6	6	6	6	6	6																	
	am	Tiotropium	1 cap																												
	am	Fexofanadine	1 tab																												
	am/pm	Flixonase	1 am 1 pm cap																												
	am/pm	Dymista	1 am 1 pm spray																												
	am/pm	Antibiotic	tab																												
	am/pm	Carbocystine	2 am 2 pm tab					1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*								
	am/pm	Symbicort	1 am 1 pm puff					1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*								
	am/pm	Avamys	1 am 1 pm spray																												
	pm	Amlodopine	1 tab																												
	pm	Montelukast	1 tab																												
Notes				400																											
				380																											
				360																											
				340																											
				320	x																										
				300	x																										
	User alerted May 6th 8.48 am			280																											
	Dr Samson notified May 6th 8.48am			260																											
	text May 6th 9.03 am			240																											
	phone n/a			220																											
	video call May 6th 9.35am			200																											
	Carbocystine Dosage increase May 6th Dr Samson			180																											
	Symbicort Dosage increase May 6th Dr Samson			160																											
	Steroids Dosage increase May 6th Dr Samson			140																											
				120																											

Patient History

George Harrowsmith

Age 68

Sex M

Diagnosis >

Other issues >

Consultants letters >

Clinic notes >

vacinations >

referrals >

click through to other files

ibe.mapp recognises issues
intervention required

User alerted May 6th 8.48 am
 Dr Samson notified May 6th 8.48am
 text May 6th 9.03 am
 phone n/a
 video call May 6th 9.35am

Carbocystine Dosage increase May 6th Dr Samson
 Symbicort Dosage increase May 6th Dr Samson
 Steroids Dosage increase May 6th Dr Samson

ibe.mapp Prudent healthcare for lung disease



ibe.mapp

My personal chest nurse in
my pocket

Everyone's lung condition is unique, my ibemapp account is tailored to my unique condition. I can take my detailed history to any chest clinic, any doctor, any specialist, anywhere in the world as a printout or sign them in with my unique identifier and have intelligent evidence based consultations and treatment, in person or by video.

My ibemapp will remind me to take my medications, it will look at my life style and educate me, it will ping my doctor if I need urgent intervention. It will warn me of adverse ambient conditions. It will lower stress, improve my wellness and my quality of life, it will reduce my medical visits, reduce crisis events and reduce the burden on care services and hospitalisation.

While it's doing that ibemapp will build the largest ever set of data about lung disease – a massive resource for health services and the development of medical treatment.

More from Ian Bond - ian@ibemapp.com 07731087823





'Actually, there's nothing wrong with me, but by the time I see the doctor there probably will be.'

- Cost of consultation = £47
- Reduce visits from COPD Cohort by 1
 - Saving £47,000,000
- 1,000,000 x 10 minutes @ 5 day week = 21,000 days

87 years of a doctor's time made available

One visit by the cohort of just one chronic disease

ibe.mapp

intervention by exception medical applications platform

ibe.mapp

Working with clinical developers in universities and
spin outs Smart devices

Sensors

Clinical trials



Could THIS urine test save thousands of lives? Scientists develop simple way to spot deadly 'lung attacks' in patients with an incurable lung disease

- **EXCLUSIVE:** The technology, known as Headstart, works like a pregnancy test
- It is designed to be used by patients with chronic obstructive pulmonary disease
- It alerts sufferers as to whether their shortness of breath is a deadly 'lung attack'
- By accurately detecting such cases, it may save NHS around £40 million a year

By [STEPHEN MATTHEWS FOR MAILONLINE](#)

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