### Closeout Notice Date
05-FEB-1999

### Project Number
B-03-637

### Center Number
10/24-6-R0923-0A0

### Project Director
BURROW, MICHAEL

### Project Unit
BEC

### Sponsor
CYBERCARE/ATLANTA, GA

### Division Id
13966

### Contract Number
AGMT. DTD. 1/16/98-001

### Contract Entity
GTRC

### Title
ELECTRONIC HOUSECALL SYSTEM:STRATEGIC PLANNING & DEMONSTRATIONS-DO#1

### Effective Completion Date
05-APR-1998 (Performance) 05-APR-1998 (Reports)

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<td>Final Invoice or Copy of Final Invoice</td>
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### Comments

### Distribution Required:

- **Project Director/Principal Investigator**: Y
- **Research Administrative Network**: Y
- **Accounting**: Y
- **Research Security Department**: Y
- **Reports Coordinator**: N
- **Research Property Team**: Y
- **Supply Services Department/Procurement**: Y
- **Georgia Tech Research Corporation**: Y
- **Project File**: Y
Final Letter Report
Project B03-637

January 20, 1999

ELECTRONIC HOUSECALL SYSTEM: STRATEGIC PLANNING AND TECHNOLOGY DEMONSTRATIONS

Submitted By:
Michael F. Burrow, PI
Biomedical Interactive Technology Center
Parker H. Petit Institute for Bioengineering and Bioscience
Georgia Institute of Technology

Submitted To:
CyberCare, Inc.
430 Tenth St., N.W
Suite S-004
Atlanta, GA 30318

Contracting Through:
GEORGIA TECH RESEARCH CORPORATION
Georgia Institute of Technology
Atlanta, Georgia 30332
Abstract

This final letter report summarizes activities conducted by the Biomedical Interactive Technology Center on a project to support CyberCare Inc. in technology demonstrations and strategic planning during the formative months of CyberCare. BITC faculty worked closely with CyberCare personnel to develop a plan for technology development activities that supported the strategic objectives of CyberCare and advanced the capabilities of the system. Much of the planning was governed by the specific needs of existing and potential CyberCare customers.

The duration of the program was from January 5, 1998 through April 5, 1998. Although the program ended beyond April 5, additional funds were provided to perform many of technology developments planned under this program. These funds were provided as part of a second work order under the existing BOA and was assigned project number B03-638.

Work Accomplished

The goal of the program was to support CyberCare, Inc. in representing the Electronic HouseCall technology to potential investors and in strategic planning regarding technology developments. Two tasks were identified to accomplish the objective.

- Support CyberCare in technology demonstrations
- Perform strategic planning activities related to EHC technology developments

Throughout the period of January 5, 1998 through April 5, 1998, BITC senior faculty supported CyberCare in representing the EHC technology to potential investors. This involved numerous meetings with angel investors as well as venture capital firms. Access to a demonstration laboratory housing patient and provider EHC systems was provided to CyberCare and was maintained by BITC junior faculty. During meetings with potential investors on various occasions, BITC faculty provided descriptions of the EHC technology, overviews of the BITC laboratory, and assisted in EHC demonstrations.

BITC faculty frequently met with national and international representatives during this period who were interested in the EHC technology. When meeting with these representatives, BITC faculty frequently brought CyberCare into the discussions in an effort to promote collaboration between the potential customers and/or sponsors, CyberCare, BITC, and MCG. These collaborations represent future potential markets and/or investments in CyberCare, MCG, and BITC.

Strategic planning activities were initiated to develop an evolving technology plan for the EHC system. BITC faculty, in collaboration with CyberCare and MCG, examined current and future trends in Tele-Homecare to determine technology objectives that would assure the EHC system would remain competitive in the marketplace. BITC faculty worked closely with CyberCare personnel to identify technology strategies that would result in improvements to the technology and enhance the relative position of CyberCare with respect to their competitors. Initial efforts were focused on developing a technology “roadmap” that would provide the basis of future technology developments.

Throughout the course of the planning activities, potential customers emerged with specific technology needs that shaped much of the strategic planning activities. Most notably, Mayo Clinic, Jacksonville requested installation of a network system operating over ISDN lines. This system linked a retirement community outside Jacksonville with a Mayo physician at St. Joseph’s hospital. The urgency in installing and maintaining this system contributed
significantly to the technology planning activities. In essence, strategic planning was performed only at a high level to provide general direction while specific tasks were governed by responding to customer needs.

The resulting high-level technology plan included objectives targeted at enhancing the network aspects of the EHC system and improving CyberCare’s market position with respect to the technology. Specific research items related to reducing the overall size of the EHC patient system, developing alternative approaches to the current vital signs monitoring equipment, investigating different audio systems to improve performance, developing a different camera system, and reducing the overall cost of the system.

While specific customer needs have refocused the priorities identified initially, BITC faculty have been and will continue to work with CyberCare to meet their technology needs. It is anticipated that resources available in the future will allow for more definitive strategic planning while allowing BITC to continue to respond to CyberCare’s customer needs.