

Use of New Technology to Improve Utilization and Adherence to Immunotherapy (talk duration: 15 minutes)

Speaker: Ves Dimov, University of Chicago

Highlights and list of references

1. Electronic Medical Record (EMR) - general and immunotherapy-specific modules.

Free, web-based EMR: <http://www.practicefusion.com>

EMR-EHRs - Allergy & Immunology EHR Software

<http://www.emr-ehrs.com/allergy-electronic-health-records.php>

Meditab/AllergyEHR—purchase full EHR or specific modules or immunotherapy

<http://www.allergyehr.com/>

Module MD—offers full EHR and immunotherapy module <http://www.modulemd.com/>

Mountainside Software—offers a full EHR and Allergy Lab

<http://www.mountainsidesoftware.com>

Rosch Visionary Systems—offers Immunotherapy module that can interface with your existing EHR <http://www.roschvisionary.com/>

ACAAI Buyer's Guide <http://acaabuyersguide.com> and <http://bit.ly/1bAsDIJ>

AAAAI EMR guide <http://bit.ly/1bAszbZ>

Top 10 Most Reviewed Allergy & Immunology EMR Software Systems

<http://www.softwareadvice.com/medical/allergy-immunology-software-comparison>

2. New devices that aim to decrease pain of subcutaneous immunotherapy (SCIT, "allergy shots"). Devices may "calm your nerves" about allergy shots, making the experience "ouch-less".

- **SofStic** (previously called Numblebee) <http://sofstic.com>

- **Vibration Anesthesia Device** by Blaine Labs

<http://www.blainelabs.com/vibrationanesthesiadevice.php>

<http://www.youtube.com/watch?v=ZgAGLTk0hsU>

3. Social media and other forms of electronic communication.

Online networks for allergists and patients

Web-based networks have been created to link allergy centers and to share their clinical protocols and epidemiologic data. <http://www.ncbi.nlm.nih.gov/pubmed/21457333>

WikiBuild is an example of a new online collaboration process for multistakeholder tool development and consensus building. <http://www.ncbi.nlm.nih.gov/pubmed/22155694>

Electronic surveys

Electronic survey of practicing allergists and patient gather useful data: Rates of SLIT use reported by US allergists have nearly doubled in the last 4 years, with 11.4% of US respondents reporting SLIT use. Because the greatest barrier to SLIT use in the United States is the lack of FDA approval, it is anticipated that once an FDA-approved product is available, there will be widespread use of SLIT in the United States. <http://www.ncbi.nlm.nih.gov/pubmed/23548531>

Allergen immunotherapy practice patterns: a worldwide survey. <http://www.ncbi.nlm.nih.gov/pubmed/22626600>

Patient participants can be recruited from the membership databases and allergy clinics and social media. <http://www.ncbi.nlm.nih.gov/pubmed/23339770>

Community opinions regarding oral immunotherapy for food allergies. A 30-question online survey was administered to members, website visitors, and social media followers of the Kids with Food Allergy Foundation. Accurate and complete information about OIT safety, efficacy, risks, and approval status was not universally conveyed. <http://www.ncbi.nlm.nih.gov/pubmed/23062386>

EMR practice reminders

Impact of electronic health record-based alerts on influenza vaccination for children with asthma. Clinical alerts were associated with only modest improvements in influenza vaccination rates. Better designed systems can suggest to PCPs referrals (to A/I) and management options (immunotherapy). <http://www.ncbi.nlm.nih.gov/pubmed/19564296>

Social media use continues to grow

Internet and, in particular, social media are increasingly a part of daily life of both young and adult people, thus allowing virtual relationships with peers sharing similar interests and goals. <http://www.ncbi.nlm.nih.gov/pubmed/23222071>

Electronic media offers a novel way to improve allergy care. Email was the most preferred

method, though text messaging and social media sites like Facebook may be appropriate for certain patients. <http://www.ncbi.nlm.nih.gov/pubmed/21864099>

However, current studies of technology use in adolescents with asthma and allergy do not provide consistent evidence of effectiveness. The positive attitude toward use of social media or mobile technology opens the possibility for future studies to further explore the potential benefits of such interventions. <http://www.ncbi.nlm.nih.gov/pubmed/22976493>

Could it be asthma? Social marketing strategies (television advertising, brochures, and posters) increase parent and caregiver knowledge of asthma symptoms in children in a rural community. <http://www.ncbi.nlm.nih.gov/pubmed/19864498>

All allergists must be online

Allergists must have active online presence to balance the print/online media coverage which may be incomplete and misguided. <http://www.ncbi.nlm.nih.gov/pubmed/22655674>

Allergy clinics use Twitter to post daily pollen counts and "allergy shot" hours. Facebook is used to post photos of the reception area and staff members. Videos on YouTube welcome patients.

Social media has great potential for positive AND negative professional consequences related to lapses of professionalism and the blurring of one's professional and personal life. <http://onlinelibrary.wiley.com/doi/10.1111/j.1553-2712.2011.01197.x/full>

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