

PRODUCT buzz

McKnight's Weekly product news & trends

Wednesday, February 3, 2010

Here are the latest product-related developments in the eldercare marketplace, from McKnight's

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• THE LATEST BUZZ

Budget proposal reveals a soft spot for healthcare IT

Healthcare-related information technology emerged as a big winner in President Obama's federal budget proposal, which was revealed earlier this week. The \$3.8 trillion spending plan includes \$110 million to bolster healthcare IT policy coordination and research activities. The president is also seeking \$78 million for the Office of the National Coordinator for Health Information Technology.

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CAR EXTRACTION BY VANCARE'S VANTURN- Removing a patient from an automobile can be a very risky task. There is little room for a caregiver to maneuver in the open door area. With a VanTurn, a caregiver can safely assist a patient into a standing position, move them away from the auto, and sit them down into a transport chair. It will work equally as well to put a patient back into an automobile. Visit www.vancare.com for more information.

• NEW IN THE MARKET



Mixed reviews for iPad

Apple's just-released iPad is receiving mixed reviews from the healthcare sector. The 1.5-pound tablet is not designed to be splash proof, nor does it currently have a camera, microphone or USB port, critics note. On the up side, an already existing library of medical apps gives the iPad a lead on other tablet PCs. Its larger screen also makes for easier viewing. In addition, iPhone users can transfer their purchased apps to an iPad without paying for them a second time.



Wii balance board rated suitable replacement for clinical force platforms

Physical therapists often use force platforms to assess residents' balance, posture and rehabilitation progress. However, the high cost of these products—several thousand dollars on average—has limited their use. But researchers at the University of Melbourne recently concluded that Nintendo's Wii Balance Board can provide results "suitable for clinical testing" at a fraction of the cost.



Personal tracker keeps an eye on wandering-prone residents

The GeoSkeeper personal tracker and communication system was recently unveiled. The watch-like device has GPS and mobile phone functionality that allows users to send their coordinates if they are calling for help. The device can be programmed remotely, allowing caretakers to set phone numbers into memory and predefine a geographic area, the breach of which will trigger an alarm call.

• NEWSMAKERS

Emeritus Senior Living turns to Silverchair Learning Systems for online learning

Emeritus Senior Living has partnered with Silverchair Learning Systems to implement a comprehensive online training program for its facilities. Emeritus will use Silverchair's Learning Management System to coordinate and optimize training procedures across all of its 316 communities, said Granger Cobb, president and Co-CEO of Emeritus Corporation.

Clinical Resources CEO receives entrepreneurial award

Jennifer Scully, president and CEO of Clinical Resources, was recently selected as a winner of the Ernst & Young Entrepreneurial Winning Women 2009 program. The prize acknowledges the work of business executives, established entrepreneurs, strategic advisors, investors, and community of supporters committed to entrepreneurial success.

J&J helping earthquake victims

In the wake of Haiti's recent earthquake, Johnson & Johnson is collaborating with several relief agencies to coordinate relief efforts. In addition, the firm is offering cash and product donations from its consumer, pharmaceuticals and medical devices businesses.

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