

# Ideomed

*Ideomed shows how your smartphone can keep your family healthy.*



ACT Member Ideomed launched in Grand Rapids, Michigan in 2011 to help families manage chronic disease care. One of the greatest challenges for parents and caregivers of young patients with chronic conditions is ensuring that children adhere to a prescribed schedule for medication.

## Quick Look

Company size:  
11-50 employees





Founded in 2011

CEO: Keith Brophy

Ensuring children follow their prescriptions can be especially challenging when they are at school or away from parent supervision. This can be a serious problem for children with asthma. If they forget to use their inhalers, the likelihood of attack increases greatly and could result in respiratory failure or loss of life.

Ideomed saw an opportunity to use mobile technology to treat asthmatic children. Its solution was Abriiz™, a web and smartphone-based health management platform to help patients manage chronic conditions. Abriiz™ features a website for parents to monitor their child's medication compliance, tracking asthma symptoms and indicators. It also features a mobile application that prompts children to take medication and relays that information to the parental site.

## Learn More

-  [ideomed.com](http://ideomed.com)
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-  /Ideomed

WellCare Health Plans and Eastern Kentucky Public Health were intrigued by Abriiz™ and conducted a year-long pilot test to measure its effectiveness. The program was designed to coordinate family, school, and community efforts to better manage asthma symptoms, while reducing school absences and ER visits. The study results are still being analyzed, but early data suggests that Abriiz™ is already having a remarkable impact. Emergency room visits were reduced by more than eighty percent after test subjects began using Abriiz™.

This early success caught the attention of the United States Congress. Ideomed CEO Keith Brophy was invited to participate in a hearing on mobile health and Members of Congress were captivated by the success stories he shared.

Insurance companies have also taken notice. Encouraged by the cost savings that result from fewer emergency room visits, carriers have begun providing smartphones loaded with the Abriiz™ app to lower income patients. Better health outcomes also means fewer expenses for insurance companies.

As the mobile health marketplace continues to gather steam, Ideomed is expanding its services into diabetes monitoring. The company hopes the great success it has achieved treating children with asthma can be tailored to help patients with other chronic conditions.