

## Thought Leaders' Corner

Personalized medicine is healthcare innovation that is becoming more well known and increasingly ubiquitous. However, in this era of genomic medicine, the technology to generate genomic data is outpacing our ability to understand the clinical implications and incorporate technology into routine practice, which can place stress on physicians to remain knowledgeable on new research and discoveries.

It is very time and energy intensive when the healthcare industry is already asking more of physicians. Because there are only a fraction of geneticists compared to primary care and specialty physicians, we're working hard at NorthShore University HealthSystem (NorthShore) to provide education on personalized medicine and the opportunities it provides patients in their screening and treatment decisions.

A primary care physician has on average of 20 minutes to go through a patient exam, hitting all the guidelines for routine health maintenance. When you add in a possible out-of-the-box, patient question or an inquiry on genetics, a patient encounter becomes more challenging and time constricted as physicians are often out of their knowledge "comfort zone."

At NorthShore, we are integrating tools into our electronic medical record (EMR) system to help guide our non-genetics providers and patients when trying to incorporate genomic information. The challenges to meet are layering genomic information over traditional clinical risk assessments and decision tools so that it is not intrusive to the workflow of a physician and ensuring an appropriate level of genomic information is provided to a physician at the appropriate time and place in a patient's care.



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As an avid researcher, writer and doctor with vast experience in academia and medicine, I place high value on innovation within patient safety and quality of care. While some may have experienced a slower adoption rate to the rapid pace of change in the healthcare industry, I have found only positive results from innovation in the field.

During my 15 years at Geisinger Health System, an integrated health services organization widely recognized for its innovative use of healthcare technology, I dedicated myself to improving patient care through the development and deployment of innovative care models. Since Geisinger, I have spent my time continuing to discover and support the most forward-thinking products in the industry—most notably in telehealth.

In 2015, I was introduced to Stratus, an innovative application-based, video remote, interpreting company that offers users instant access to language interpreters over a sophisticated video call platform. It has recently expanded its services to include onsite interpretation solutions through state-of-the-art, geolocation technology, as well as a newly developed telehealth division, an innovative way to reduce emergency room wait times and hospital readmissions.

By leveraging technology already in physicians' hands and under a hospital's employ, Stratus is offering a better, faster, more cost-effective way to provide quality healthcare. The biggest take-away from my experience is that innovation is craved and needed by patients, hospitals and physicians alike. Physicians greatly value when a hospital utilizes innovative technologies that improve the quality of patient care—all while moving the healthcare industry further into the digital age.



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Mari Edlin serves as editor of *Healthcare Innovation News*. She is a graduate of Stanford University and a long-time San Francisco Bay Area freelance writer, specializing in healthcare. Mari invites you to submit bylined articles on innovations in healthcare and case studies describing forward-thinking examples. For more information, contact her at [MLEdlin@comcast.net](mailto:MLEdlin@comcast.net).