



8th November 2006

The Doctor Can See You Now

Washington, USA - Tuesday November 7, 2006: 3G Doctor and the potential for Anytime, Anyplace Healthcare is considered at the US Federal Trade Commission hosted "Protecting Consumers in the Next Tech-Ade" Conference.

Held at the George Washington University, this 4 day conference brought together experts from business, government, academia and consumer advocates to explore the ways in which convergence and the globalization of commerce impact consumer protection.

With a look at the emergence of RFID Technology and Smart Home Technology Trends, Health and Wellness was analysed in a session that included contributions from Intel, Microsoft, Philips and P&G.

Richard Adler reflected on the opportunities offered by "Anytime, Anyplace Healthcare" and suggested Mobile Phones would be a very important part of the solution to aging populations and increasingly healthcare expenditures. 3G Doctor was presented as the example of Next Generation Mobile Health.

Links:

Richard Adler's slides are available from the conference website:
<http://www.ftc.gov/bcp/workshops/techade/pdfs/presentations/adler.pdf>

US Federal Trade Commission: www.ftc.org

Protecting Consumers in the Next Tech-Ade Conference site:
<http://www.ftc.gov/bcp/workshops/techade/agenda.html>

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[About Richard Adler, People & Technology/Institute for the Future.](#)

Richard has been a leader in the field of aging and technology for more than a decade. He is principal of People & Technology, a research/ consulting firm based in Silicon Valley. He is also a Research Affiliate at Institute for the Future (ITF) where he is coleading a major new research project on "Baby Boomers: The Next 20 Years."

Richard has served as a Senior Advisor to Civic Ventures, a San Francisco-based non-profit whose mission is to promote greater involvement of older adults in community

service, and was Vice President for Development at SeniorNet. Richard's recent publications include "Best Books on the Boomers" (AARP, 2006); "Reinventing Retirement" (Aging Today, ASA, 2005); "The Age Wave Meets the Technology Wave: Broadband and Older Americans" (SeniorNet, 2004); "Looking Ahead: Older Adults, New Technology and Learning" (The Older Learner, 2001); and "Media Use by Older Adults" (Seniors Media Lab, 2000). He has taught communications at Stanford and UCLA and was a Research Fellow at the Harvard Graduate School of Education. Richard holds a BA from Harvard, an MA from the University of California at Berkeley, and an MBA from the McLaren School of Business at the University of San Francisco.

About 3G Doctor Limited

3G Doctor is a registered Doctor led service that is launching in the UK to provide adults (aged 18+) with affordable, private round the clock 3G Video Call access to their medical information and the advice of highly trained General Medical Council registered Primary Care Doctors. These carers are waiting to answer queries, diagnose medical problems and recommend treatments. The service is an important development in the mobile pervasive future of healthcare and has been created to help meet the evolving need for remote access to the regulated advice of qualified and registered Doctors.

<http://www.3gdoctor.com>
