



Contact:

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FACT SHEET

WHO:

Creators

Self Care Decisions LLC

Based in Phoenix, Arizona, Self Care Decisions LLC licenses world-class decision support care guides for use by consumers via Internet and mobile applications throughout North America. <http://www.selfcare.info>

▪ **Barton Schmitt, M.D. FAAP**

- Practicing Pediatrician & Professor of Pediatrics at Denver Children's Hospital.
- Call Center Medical Director
- Nationally Recognized Author:
 - Pediatric Telephone Protocols: Office Version 12th Edition, AAP.
 - Your Child's Health, 3rd edition, Bantam Books, New York

▪ **David Thompson, M.D. FACEP**

- Practicing Emergency Physician clinical faculty at Northwestern Memorial Hospital, Chicago
- Board Certified Emergency Medicine & Internal Medicine
- Prior Call Center Medical Director
- Author: Adult Telephone Protocols: Office Version
- Chief Information Officer / Chief Medical Officer with Apollo Information Services an industry leading medical billing and technology company.

Users

People on- the- go, new parents, working moms, college students and their parents, and any time sensitive, cost conscious consumer. <http://www.symptommd.com>

- People on-the-go
 - business and pleasure travelers faced with symptoms while on the road
 - working parents faced with a frantic call from babysitter or daycare about their sick child and the “do I need to leave work” question.
- New parents
 - suddenly faced with responsibility for a sick child

- Students and their parents
 - often separated from joint decision making for the first time
- Cost conscious consumer
 - on a time and dollar budget

WHAT:

Easy-to-use iPhone app, that guides consumers through a course of care their own physicians would advise.

- 24/7 access to 173 current head-to-toe adult and pediatric symptom guides.
- Users navigate three quick steps to:
 - identify their symptoms and their severity (*how sick am I?*)
 - decide if they need to Call 911, Go to the Emergency Department, Call their Doctor, or
 - provide self care for symptom relief when appropriate.
- Content used by more than 10,000 hospitals, health plans and physician practices with HouseCalls Online, the evidence-based content to support their patients and plan members with decision-making tools and self care knowledge. The content is updated annually, based upon recent medical literature, national guidelines, quality improvement projects, research, expert reviews and feedback from users.

HOW:

- iPhone or iTouch users download app from iTunes store
- Using age, gender, alphabetical index, body area or keyword filters, users find easy- to-understand definitions and [visual images](#) to
 - identify symptoms and injuries or link to other related symptoms.
- Next they follow a decision tree to determine what action is appropriate based on the severity of symptoms.
 - immediately connect with 911, their personal physician or locate the closest emergency or urgent care facility through geo-coded mapping.
- Finally when appropriate, the self care instructions include over-the-counter medications and dosage guides for symptom relief
 - Adult
 - Pediatric

WHERE:

- iPhone access to physician advice at your fingertips, anywhere/ any time.

WHEN:

- 24/7
- Content annually updated or following important changes in national guidelines



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BACKGROUND

THE EVOLUTION OF SCHMITT/THOMPSON TELEPHONE TRIAGE PROTOCOLS HOUSECALLS ONLINE SYMPTOMMD

- In the early 70's Dr. Barton Schmitt was Medical Director of the Urgent Care Center for children at the University Hospital in Denver and began to encourage calls from parents to reduce unnecessary clinic volume. He began to compose and test triage guidelines for the 10 most common calls handled by nurses and pediatric residents. By 1975, the collection of triage protocols had grown to 100 with residency graduates taking them to private practice in binders. In 1978 the collection had grown to over 180 topics; yet, leading medical publishers rejected the theory that nurses should triage medical calls and refused to publish the book. Finally, in 1980, the book *Pediatric Telephone Advice* was published by Little, Brown & Co. in Boston. Within a matter of years, it was also published in French, Portuguese and Japanese. It has continued to be a good seller and is in its third edition. This book has remained a self-study guide for nurses or physicians in training. In 1990, he wrote a streamlined (telegraphic) version for use by the advanced practice telephone triage nurses who worked in the call center at The Children's Hospital in Denver. The new book was called *Pediatric Telephone Protocols*. In 2000, the American Academy of Pediatrics picked up

the publishing and distribution rights. It is currently in the 12th edition. In order to keep up with technology, Schmitt collaborated with NHES to develop a software version of pediatric telephone triage in 1994 . In 2000, a partnership with David Thompson MD was formed to expand from Pediatric to Adult triage protocols.

- Interestingly, both physicians are graduates of engineering programs, which attract those who look to standardize, improve efficiency and define logical information flow. As an emergency physician Dr. Thompson was integrally involved with efforts to standardize emergency triage protocols. He recognized the value of process and decision making in life saving emergency triage in order to prioritize care for multiple patients. Thompson's contribution of Adult Telephone Protocols: Office Version and Schmitt's Pediatric Telephone Protocols comprise the content for writing *HouseCalls Online*, an internet based self care set of guidelines available in English and Spanish and in use by more than 10,000 hospitals, call centers and physician practices nationwide. Call center advice nurses appreciate the seamless flow between protocols for children, adult and geriatric health care for the office hours and after hours timeframes. ..
- **SymptomMD** is simply the current modality to make this same physician advice accessible to the consumer in a 24/7 timeframe.
- Students and their parents, (often separated from joint decision making for the first time); new parents (suddenly faced with responsibility for a sick child); people on-the-go (business and pleasure travelers faced with symptoms on the road); and the cost conscious consumer (on a tight time and dollar budget) easily navigate the decision making tool to determine an appropriate course of remedy for their symptoms.
- Clinicians and health care marketing managers understand that helping their patients with advice, and often saving them time and dollars, will further cement their relationship with their patients. As a result, many practitioners and hospitals are adding a link to their own websites so community members can easily download this new convenient app.