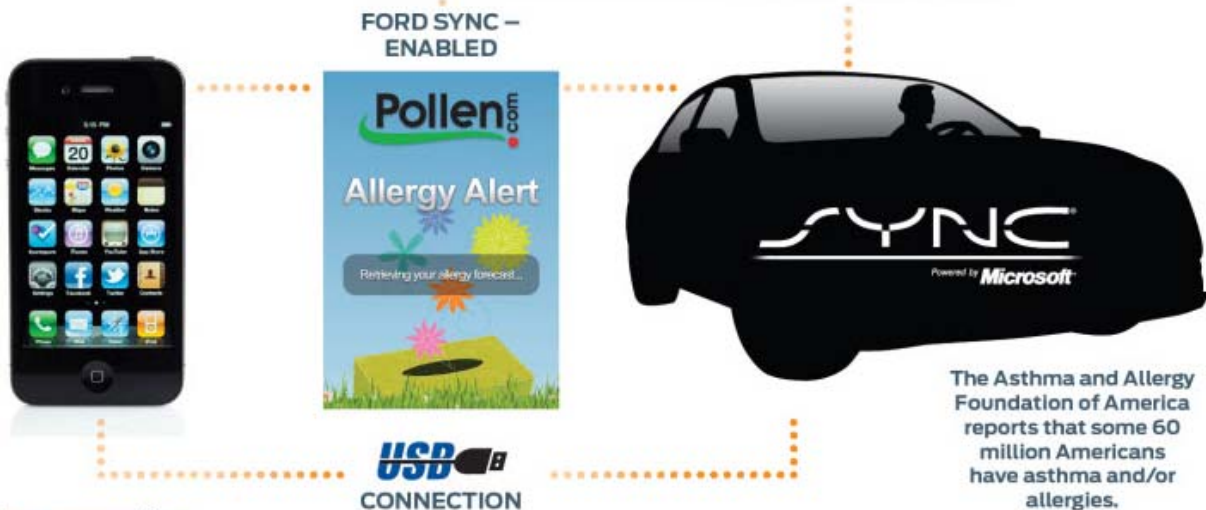


Ford Sync to Bring Doctoring to the Dashboard

By Doug Newcomb | May 18, 2011



The conversation



Ever drive along wondering about the pollen count on your daily commute? You may not be snickering at that thought if you're [an allergy sufferer](#). Now there's an app for that, and Ford plans to integrate it into its vehicles via the Sync system. And those with diabetes will be able to monitor their blood-glucose levels from behind the wheel using Sync.

It's part of a health and wellness push that Ford is working on with some of the largest names in the medical field, such as Medtronic and SDI Health. The result will bring doctoring to the dashboard.

Although still in prototype phase, Ford has announced that it's developing a way for SDI Health and pollen.com's smartphone [Allergy App](#) to work through Sync's [AppLink](#) feature. Ford drivers with the Sync system would be able to get voice-activated access to the app for day-by-day pollen-index levels and four-day forecasts.

Ford is also developing a way for Medtronic's glucose-monitoring devices to connect to Sync by Bluetooth to show glucose levels in the center-stack display as well as through the audio system, and provide a secondary alert when levels are too low.

Finally, Ford is working with WellDoc to bring cloud-based info and services to the car for those suffering from asthma and diabetes. Via voice commands, patients would receive real-time medical coaching, behavioral education and medication-adherence support based on their personal history and current diagnosis.

Ford says it's also looking into how it can bring other health and wellness technologies into the car related to "heart rate, relaxation and reducing stress." The automaker and MIT are finishing up a nine-month study on the correlation between stress and driving performance, researching how technology can relieve stress among drivers.

And we have a perfect location near our offices if they need to extend the driving-and-stress study: LA's 405 Freeway.