



mHealth: Ford Looks to Drive Diabetics to Better Health on The Go

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Ford Motor Co. is teaming with WellDoc, a startup helping people manage diseases via mobile technology, for a new research effort that will ultimately result in the integration of WellDoc's technology into select Ford vehicles.

Given that Americans cumulatively spend 500 million hours in their vehicles each week, the automobile is an undeniably important platform in which to implement new healthcare technology systems.



"The research project between WellDoc and Ford demonstrates how adults with type 2 diabetes can manage their disease using the WellDoc DiabetesManager System through Ford's SYNC voice-activated in-car connectivity system," the companies stated in a joint press release.

People with diabetes can enter their data such as medications, exercise, and diet information through speech-to-text interaction while in their Ford vehicle.

"Patients who utilize the DiabetesManager System benefit from consistent interaction across their cell phone, computer and now their vehicle," the partners admit. "The WellDoc software-based system will also allow healthcare providers to access their WellDoc clinical decision support records while they're in the office, on their mobile device or in their Ford vehicle."

According to WellDoc, plans to make the platform more sophisticated are already in the works. At some point soon, the mobile offering will leverage Ford SYNC's location based services to help a driver not only identify and find a restaurant, but also assist them in making proper food choices at the restaurant.