

C-Tools 2.5

**The Mobile Source for
Trustworthy Cancer
Information for Health Care
Professionals**



August 22, 2007

C-Tools 2.5 personal digital assistant (PDA) software delivers accurate cancer and cancer treatment information health care professionals need---when and where they need it.

- Free personal digital assistant software
- Created and produced by the American Cancer Society
- Piloted by the High Plains Division through the support of the NHO Futuring and Innovation Center
- *C-Tools 2.5 replaces C-Tools 2.0 and CA-Tools software, previously offered by the American Cancer Society*

Adoption of Mobile Devices by Physicians



Driven by changes in treatment guidelines, concerns about patient safety, efforts to contain costs, time limitations, and better-informed patients.

- Prediction that adoption by physicians of mobile devices, such as personal digital assistants and smartphones will increase to 51% by year-end 2007. (*Manhattan Research, 2005*)
- In 2005, 86% of physicians had a desktop computer for practice management at their practice.

Trends in Adoption of Mobile Devices by Physicians

Based on the annual study of practicing U.S. physicians, titled *Taking the Pulse® v6.0: Physicians and Emerging Information Technologies* conducted in 2006.

- Provides data about physician portals, pharma corporate and product sites, physician search engine usage, electronic prescribing, electronic detailing, electronic medical records, mobile devices, and the actions physicians take after seeking health information online.

1. What is the role of the Internet in the life of physicians?

- 579,000 report they have “high speed” access at their office or at home or office.
- 142,000 report they are actually using the Internet during patient consultations.
- Data reveals continued growth of physicians using electronic medical records or electronic prescribing.

2. How do physicians look for information online and what do they seek?

- 610,000 report using search engines to find medical information online.
- Google and Yahoo! are clear market leaders, but physicians report varying degrees of relevance and satisfaction when it comes to search engine results.
- Leading physician portals such as Medscape, Merck Medicus, and UpToDate continue to serve as critical resources.

3. What is the role of mobile devices for physicians?

- 333,000 report use of some type of mobile device today (such as a PDA, smartphone with PDA, or a pen tablet).
- Just under 40% report using an iPod or portable digital music player.

4. Are physicians interested in online new media?

- 487,000 can be classified as users of “new media,” such as streaming video, downloadable audio content, or blogs.

5. What “e” relationship currently exists between physicians and pharma?

- 481,000 report they have used, or are interested in using, a customer service portal from a pharmaceutical company.
- Voice a strong demand for electronic interaction and online customer service with pharmaceutical companies.

Why C-Tools 2.5?

- C-Tools 2.5 serves the growing demand for timesaving, easy-to-use mobile tools that health care professionals need to help them prevent, diagnose, and treat cancer in the primary care setting.
- The time physicians save with C-Tools 2.5 can be invested in the things that matter most—their patients and their patients' care.

C-Tools 2.5 Installation

Available in Palm OS and Microsoft Pocket PC versions and easy to download. It runs on:

- Palm OS including Treo smartphones
- Windows CE .NET 4.x
- Windows CE .NET 5.0
- Pocket PC
- Windows Mobile 5.0 Smartphone Edition
- All Microsoft Handheld OS Versions

C-Tools 2.5 Applications

Adult Body Mass Index (BMI) Calculator

- Height
- Weight
- Calculate BMI
- Guidelines for interpretation and general BMI information

C-Tools 2.5 Applications

Cancer Screening Guidelines

- Gender and age
 - Age breaks: 20-44, 45-49, 50+
- Cancer Site
 - Breast Cancer
 - Colon and Rectal Cancer**
 - Cervical Cancer
 - Edometrial (Uterine) Cancer
 - Prostate Cancer

C-Tools 2.5 Applications

Prostate Specific Antigen

- General Information
- Percent Free PSA, how much is circulating in blood unattached to blood proteins
- PSA velocity, rate of increase
- PSA density, for patients with enlarged prostates
- Age-specific PSA, PSA increases naturally with age

C-Tools 2.5 Applications

Skin Cancer

- Skin cancer information
- ABCD Rule with description and color image
- Sun Safety information
- Warning signs

C-Tools 2.5 Applications

Tobacco Control

- Help Smokers quit, interested and not interested
- Resources, 1-877 YES-QUIT and Web sites
- Pharmacotherapy quick guide, patches, gum, lozenge, spray, inhaler, tablets

Where to get C-Tools 2.5?

It's free.

1. Visit www.cancer.org/c-tools
2. Complete the online registration
3. Download software to your desktop
4. Sync with your personal digital assistant
5. Watch your inbox for news about updates

Questions?

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