



**CAPPS**

# CRANIOSYNOSTOSIS AND POSITIONAL PLAGIOCEPHALY SUPPORT INC [CAPPSKIDS.ORG](http://CAPPSKIDS.ORG)



**GROW YOUR PATIENT BASE AND REACH  
MORE FAMILIES THROUGH [CAPPSKIDS.ORG](http://CAPPSKIDS.ORG)**

## THE FACTS ABOUT CAPPS

Craniosynostosis affects 4 in 10,000 live births. Although that statistic is low, the damage caused by Craniosynostosis is high and can alter the life of a child who has barely begun to live. Less than 1% of parents know what Craniosynostosis or Positional Plagiocephaly are and yet their children may be at risk. Because these two birth defects are virtually unknown and the developmental damage done is so detrimental, CAPPS (Craniosynostosis and Positional Plagiocephaly Support) was created to bring awareness to parents and treatment options to patients through a network of support and information.

# THUS FAR, CAPPS HAS:

## CAPPS (Craniosynostosis and Positional Plagiocephaly Support)

15 years of helping families

8,000-10,000 monthly visitors

Helped over 20,000 families

Spotlighted over 75 surgeons

Brought awareness to cranial birth defects

Educated expecting and new parents on early detection of birth defects

CAPPS is the number one resource for parents who are seeking help and information about Craniosynostosis and Positional Plagiocephaly. As parents become aware of these birth defects, they are turning to social media pages like Facebook and Twitter to find answers. In their search they are ultimately sent directly to CAPPS due to our extensive and in-depth library of answers, treatments and most importantly: doctors and orthotists. There is no other collection of highly specialized Craniosynostosis and Positional Plagiocephaly medical professionals on the Internet except for the online directory at CAPPS. Not only are we bringing awareness to these birth defects, but we are also bringing awareness to the countless doctors and orthotists that are changing the lives of the children affected.

# CAPPS' MISSION TO EXPAND ONLINE PRESENCE FOR SURGEONS AND ORTHOTISTS

booz&co.

## M-HEALTH

The emerging field of mobile health (m-health) has enabled consumers to use smartphone technology to answer their own health-related questions with the quick tap of a touch screen. Here's a look at m-health and the impact it's making on our culture and our well-being:

### PHYSICIAN USE OF MOBILE TECHNOLOGY

DOCTORS ♥ TABLETS

**250%** MORE LIKELY TO OWN A TABLET THAN ANY OTHER CONSUMERS



USE TABLETS FOR MEDICAL PURPOSES



FIND THEY EXPEDITE DECISION MAKING



REPORT MOBILE DEVICES DECREASE TIME SPENT ON ADMINISTRATION



visits to physicians' offices were made by Americans in 2011

There are more than **10,000** medical/healthcare apps available in Apple's iTunes App Store



of U.S. consumers are interested in m-health solutions

~85%

of doctors use smartphones and medical apps



56% of doctors who use mobile devices say they expedite decision making

40% say they decrease time spent on administration

Only 28% of smartphone users and 18% of tablet users describe themselves as "very satisfied" with the quality of medical apps currently available

### U.S. PHYSICIAN SMARTPHONE ADOPTION



IN 2012 **85%** OF U.S. PHYSICIANS OWNED OR USED ANY SMARTPHONE PROFESSIONALLY



It's the third-fastest growing app category for both iPhone and Android phones



of doctors would like their patients to monitor their health at home, particularly their weight, blood sugar, and vital signs

### ONLINE PATIENT-PHYSICIAN COMMUNICATION

39%

of U.S. physicians communicate online with patients via email, secure messaging system, instant messaging, or online videoconferencing



86%

of clinicians—doctors, nurses, and nurse practitioners—now use smartphones in their practice areas every day, up from 78 percent in 2012

53%

of all clinicians use tablets daily, up from 34 percent in 2012

### PATIENT USE OF MOBILE TECHNOLOGY



have accessed, stored, or transmitted personal health information or records in the past year  
48% are interested in doing so



say they would like access to tools or websites that enable them to review quality rankings, satisfaction rankings, and patient reviews for specific doctors and hospitals



are comfortable in consulting with their physician through a video connection

Source: IDC, Gartner, Forrester, Frost & Sullivan, YouGov, comScore, CISCO Global Cloud Index 2013, CISCO Visual Networking Index Study 2013, Intel, AMD, IMS Research, Manhattan Research 2012, Rock Health Digital Funding Mid Year 2013, Pew Internet and American Life Project, Health Online 2013, Eporates 2013 report, and American EHR Partners 2013 survey

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The traffic that comes through our site due to our unique position within the social networking medical world allows the surgeons and orthotists who are members of our site to be seen by more potential patients than any other means available. In a recent article from Boston Children's Hospital's blog Thriving, CAPPs was credited as being the go to source for matching parents and patients with the proper medical care, and in this particular article a family from the West Coast was matched with Dr. Mark Proctor at Boston Children's Hospital expanding Dr. Proctor's scope of patients from regional to national enabling Dr. Proctor to help families from anywhere in the country. CAPPs' website goes even further by providing information and building communities internationally allowing doctors in the United States to inform and help treat patients overseas.

## PHYSICIAN/PATIENT COMMUNICATION WITHIN SOCIAL MEDIA


Many benefits & disadvantages await the use of social media when it comes to Doctor/Patient relationships. When it comes to this kind of communication considering the pros and cons can help improve these relationships.



By joining the CAPPs online directory, physicians and orthotists will be joining a new wave in health care that is growing by leaps and bounds. The digital doctor is growing his or her patient base exponentially by having an online presence that is easily accessible to potential patients anywhere in the world.

## DOCTORS WILL BE ABLE TO:

- ❖ Communicate with each other on potential diagnosis and course of treatment
- ❖ Follow up with patient care via video face to face calling feature
- ❖ Secure file sharing through the HIPPA compliant secure portal
- ❖ Communicate with the patient directly whether it is during office hours or off hours
- ❖ Allow patients to communicate with each other in an online community where pertinent, correct information can be passed on effectively
- ❖ Have families share their experiences and post-op photos for all the visitors to see



REGISTER FOR VIDEO CONSULTATIONS ©

# A

## PHYSICIAN + PHYSICIAN COMMUNICATION

The building of online communities between medical professionals has increased the potential for medical advancement. The sharing of information through tweets, emails, forum posts, blog posts, videos, etc. makes it easier for doctors to get help from one another. Though many doctors have said that they would find interest in professional online communities, only 28% were found that actually are using them.

THE AVERAGE TIME BETWEEN DISCOVERY OF A MEDICAL INNOVATION & WIDE ADOPTION IS

**17 YEARS**

AS MORE PHYSICIANS CONNECT OTHERS COULD ADOPT NEW MEDICAL BREAKTHROUGHS WITHIN

**17 DAYS**

## INTEREST IN USING SECURE ONLINE PHYSICIAN NETWORK TO DO THE FOLLOWING



Many medical professionals have qualms over joining an online medical community because of several possible ethical violations. CAPPS takes care of these worries by taking a lot of the liability and management of their online profiles and putting them into the hands of reliable CAPPS ambassadors.



## PHYSICIAN + PATIENT COMMUNICATION

As one doctor explained, "A few patients have 'friended' me... with questions. I don't prefer this form of communication but I feel awkward if I don't respond." Others believe that the main reasons behind their hesitation in connecting with patients online are from liability issues, lack of privacy, and not getting paid for their work.

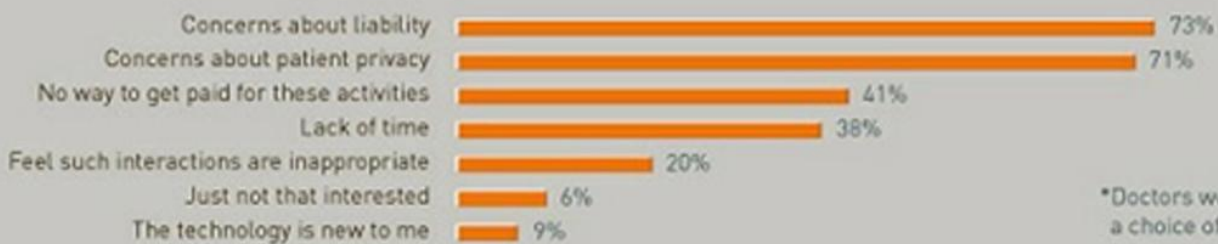


OF U.S. PHYSICIANS  
HAVE RECEIVED FRIEND  
REQUESTS FROM  
THEIR PATIENTS



OF THEM DECLINED  
THE INVITATIONS

## TOP CONCERNS THAT MAY HOLD PHYSICIANS BACK FROM INTERACTING WITH PATIENTS ONLINE\*



\*Doctors were given a choice of up to 3

## A DOCTOR WILL NEVER HAVE TO WORRY ABOUT:

- ❖ Liability
- ❖ Patients "friending" a physician
- ❖ Patients' privacy
- ❖ Inappropriate online interactions

All profiles will be monitored and secured by CAPPS team members.

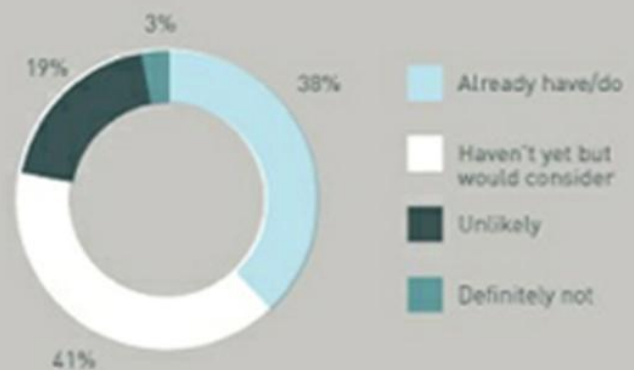




## PATIENT + PATIENT COMMUNICATION

Not only can patients learn from their doctors, but they can learn from each other as well. Because of others experiences, patients can learn to trust doctors & medicine, and learn prevention, or save precious time by discovering ways to remedy their small inquiries. "Patients can share their stories, learn from others, spread knowledge, and instill hope."

## PHYSICIAN RECOMMENDATION THAT A PATIENT PARTICIPATE IN AN ONLINE PATIENT COMMUNITY



## PHYSICIAN VIEWS ON PATIENT COMMUNITIES

Impact Patient Communities Have on patients

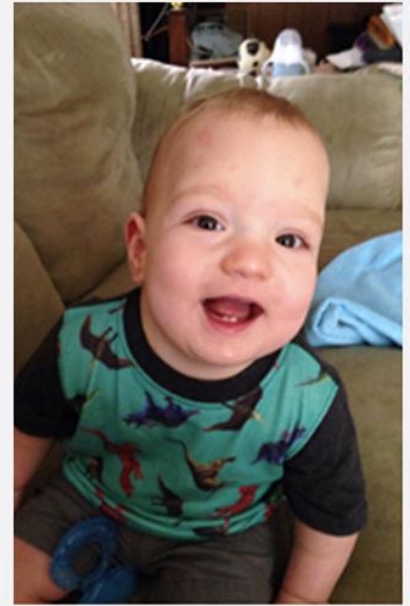


## THE CAPPS COMMUNITY ALSO OPENS THE DOOR FOR PATIENT COMMUNITIES AND PHYSICIANS AND ORTHOTISTS WILL BE ABLE TO:

- ❖ Monitor and see what other patients are saying about Craniosynostosis and Positional Plagiocephaly
- ❖ Be able to correct incorrect information that is being passed around
- ❖ Answer any and all questions that may deter a parent from seeking proper treatment for their infant.

CAPPS makes helping patients and providing proper medical care borderless. Doctors who specialize in maxiofacial and cranial medicine are encouraged to join our one-of-a-kind community in order to broaden their patient base and help more people and more babies reverse conditions that will stunt their developmental growth and could possibly become a life long condition.

a surgeon or orthotist joins the CAPPS online directory, they will have perks that are far more beneficial than just being a part of the directory; doctors and orthotists will be able to advertise on our site through banners and side bars that will pop up every time a parent clicks on our website.



Parents will know immediately which doctor is specialized in this field and which orthotist is highest recommended to create and build their child's cranial band. They will have access to before and after photo galleries as well as a wealth of patient testimonials.

### **THERE IS NO OTHER RESOURCE OF THIS KIND. BY JOINING CAPPS, YOU WILL:**

- ❖ Get advertising on our site for your services
- ❖ Get advertising on our site for your hospital
- ❖ Have your name, site, and profile linked to before and after pictures (released by parents see example above) of your patients
- ❖ Be able to control your own level of privacy
- ❖ Never have to worry about continuously updating your profile; CAPPS will take care of that for you

- ❖ Build a broader client base and exponentially expand your online presence allowing your brand to reach farther than before through social media and our online database
- ❖ Be a part of the only online resource for information on Craniosynostosis and Positional Plagiocephaly putting you at the epicenter of treatments for these birth defects.

## WHY JOIN OUR TEAM?

There is no organization or community like CAPPS. As we continue to build awareness for cranial birth defects our community continues to grow by leaps and bounds opening up a whole new patient base around the world. Doctors and surgeons who are a part of our database of highly respected and well-liked medical professionals can only benefit from what CAPPS does. We will help your practice grow by introducing you to new patients that didn't know or recently learned that they need the medical care that only a specialized surgeon can provide; care that only you can provide. With new patients and the performing of highly skilled and delicate procedures pays your membership back ten fold



and enables you to help more people in more locations on the planet.

Now is the time to not only help others who are in dire need of specialized medical help, but now is the time to reap not only the ethical rewards of helping others, but the financial reward that you most certainly deserve.

Give to the infants who were born with Craniosynostosis and Positional Plagiocephaly that which eludes them, proper medical care and life changing procedures. What you earn in return will change your life as well.

For more information about listing on our directory

**Email**

[info@cappskids.org](mailto:info@cappskids.org)

**Call**

888-572-5526 / 212-330-8372

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