

iSonea launches first mobile asthma technology

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Singapore: Medical technology company iSonea launched its first asthma management smartphone app, AsthmaSense, for iPhone, iPad and Android users worldwide. AsthmaSense is the most comprehensive, easy-to-use smartphone app designed to help people improve the way they live with and manage asthma.

The product launch is expected to trigger immediate revenues from app downloads. The app will be available for purchase worldwide from the Apple App Store for iPhone and iPad users and Google Play and Amazon App Stores for android users. The app will cost consumers \$3.99 (additional local costs may apply) and will be a one-time purchase.

Users will be able to input their personalized, physician recommended asthma action plan into the app. From that point forward, AsthmaSense ensures that the users are tracking their own plan with active reminders. It enables symptoms, medication usage, and lung function testing data to be recorded and displays the user's trends in an easy-to-read graphical format. Unlike other asthma apps that deliver limited functionality, iSonea's AsthmaSense is a comprehensive, personalized tool that brings together everything a person with asthma needs to better manage their condition, including alerts when symptoms suggest that risk of an attack has increased.

AsthmaSense lays the foundation for a family of future asthma management smartapps to be released by the company in the coming months, including one that will combine iSonea's proprietary acoustic respiratory monitoring (ARM) sensory technology and diagnostic algorithms into mobile health platforms. AsthmaSense also includes an alert system to warn patients their asthma status may be changing. Screen signals will advise asthma appears to be "not well controlled" or "poorly controlled" so appropriate action might be taken. This technology is based on standardised asthma guidelines.

AsthmaSense Cloud is also in development and will integrate enhanced environmental risk data into the management tools to allow physicians, patients and families to track and trend asthma symptoms, events, and response to environmental triggers.

Mr Michael Thomas, CEO, iSonea, said that, "These devices are perpetually present with their owners, so the hardware required for frequent daily monitoring already exists. Harnessing the mobile health (mHealth) platform also provides lower cost product development, a more efficient market penetration model (than traditional physician promotion), and a quicker path to revenue generation for the company."