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Justin: Thank you very much, and welcome back to the beautiful Las Vegas. We're broadcasting live from here today, yesterday and today. And also, we're here at the Sands Expo and Convention Center. So welcome to everybody, certainly who is here in person, but also to everybody online. We've got a great audience, and it continues to grow, so thank you for that. Very excited about my two next guests. Certainly, probably, both of them are partners in crime of mine.

Ben: Hello.

Justin: How you doing?

Gareth: Afternoon.

Justin: Ben Wilson, Gareth Hall from Microsoft. Real quickly, Gareth, you're Director of Worldwide Mobility for Microsoft?

Gareth: Well done. Yeah, exactly right.

Justin: And Ben Wilson is Director of Healthcare Strategy for Citrix.

Ben: That is correct.

Justin: I'm trying to remember all of that from my brain and not cue cards.

Ben: A two for two.

Justin: [inaudible 00:00:50] well.

Gareth: I just noticed you didn't read that. That's impressive.

Justin: Love it. But we have a lot in common too. Certainly, Ben and I have worked a long time together. And, actually, Gareth and I have back to my Greenway and the mobility days there, so thank you for all your support. So we're here today, not necessarily with a Citrix and Microsoft hat on, but with your Mobile Health Consortium hats on.

Ben: Yes.

Justin: Very excited, so let's dive right in. First of all, tell us about the Mobile Health Consortium and then the trends in the industry that you're hoping just to work with and solve.

Ben: Gareth, take it away.

Gareth: We had a few conversations. All of us had a few conversations over the last few years where we're kind of in this interesting position where health has tried to go mobile for so long. I used to work for the MHS. I used to promise my clinicians they could go mobile, and it never really did. And then over the last two years, I guess, it's started to really take off. I mean, the device you're using, the devices we've seen around here that physicians are using. It's taking off, but it feels like...and we've been told that people want advice and guidance on not necessarily the what, but the how.

Justin: Yeah.

Gareth: So there's a bunch of people influence the how. People that make hardware, people that make software, people that build the solutions and think about how things can move forward. So we've got together and said, "Why don't we take our company hats off and have a think about what could we do together to help health move forwards that's good for health and good for all of us organizations that are trying to help health move forwards in the world of mobility?" And that's kind of where we ended up, I think. Is that fair, Ben?

Ben: Yeah. And often, there's a contentious relationship between vendors or industry and customers around innovation, because customers sort of sense that the industry wants to sell a specific product. So this is a way for us to speak with one voice to customers, saying, "Implementing mobility is good for you, it's good for the industry, it's good for patients." And we're speaking with one voice to say, "Let's work together. Let's figure this out. Let's find solutions." And sometimes, it'll include our solutions from our distinct companies, or sometimes it will not, but we think that it will raise all boats. And that's good for everyone.

Justin: And I will say, over the last two days, now broadcasting almost for five hours over the last couple days, you've asked people, though, what trends they're seeing and then what best practices. Mobility and healthcare has come up almost every single conversation. And then also, the consumerization of healthcare, but that directly goes back to your product, specifically, with your expertise in Microsoft and certainly Citrix, on consumer-facing applications, not just to providers but to customers and consumers out there.

Gareth: Yeah, exactly. And how do you balance this desire for amazing productivity. People have amazing devices in their life at home, and then at work, they don't.

Justin: Very true.

Gareth: And there's these physicians who spend their life...think about what a physician is. They're massively technical, they're massively educated, they're hugely capable, and they have to live with hard stuff at work that doesn't really help them in their job. How do we help them, as an industry, pick the world up, move the world forward, and just think about doing things differently?

I think the "hows" are really important. So we spend a lot of time talking to people about, "How do you involve clinicians in the IT decisions? How do you think about things differently? Forget the technology. What process, what internal sales does an organization need to do with its clinicians to move into the mobile world?"

Justin: Excellent.

Ben: Yeah, snd healthcare professionals are mobile workers.

Gareth: Yep.

Ben: They were never meant to sit in front of a computer, in front of the desktop, or even a laptop. They're on the move constantly. So why is it that we give them these devices that don't fit with their workflow? At Citrix, and where I used to work at Intel, Microsoft, we're always thinking more and more about user-centric design. And how do we help our customers to think about what are their objectives from a clinical point of view, and then how do we build technologies that really fit into that? And at the end of the day, most people want to just carry around a phone or a small device.

Justin: Very true.

Ben: Everything else is pretty inconvenient. But a lot of times, there are things like diagnostic images and other things that don't fit on that. So we're trying to solve those problems more and more, like finding phones that will project an image onto a screen, or something like that. Those are the ways that industry is working together to try to solve some of those mobility problems.

Gareth: And I think there's a beautiful example here. This is radio so you can't see it, but Justin's sitting with a machine with the screen folded, basically, the wrong way, if you're a laptop user. And what that means is, we can look at Justin, he's not staring at the screen. That's the same for a physician. They need to have devices that don't get in the way of them delivering care. Same for a

nurse. It works in all way of life. This should not get in the way of people interacting.

Justin: Yeah. And actually, I'm going to brag on Microsoft for a moment. And you don't even know about this, but I had to buy a new computer. I actually had a Lenovo computer, and it had worked its course, but that was a great gift from Ben at Intel back in the day. And Lenovo's actually my big sponsor for today, so I love Lenovo.

Ben: And they're an awesome company.

Justin: And they're an awesome company. And I had to buy a new computer and so when I transferred over to my new system, Microsoft, the new OneDrive and the whole platform, I set up my new computer in less than a half an hour.

Gareth: Yep.

Ben: Right.

Justin: I had an entire platform in less than a half an hour. I was jumping for joy, because I was dreading going…because I had [inaudible 00:06:10].

Gareth: The world has changed.

Justin: The world has changed.

Gareth: Imagine you're a physician, you've had that experience at home, you walk into your hospital, and you have to use a beige box from 20 years ago and there's a big screen in between you and your patient. We've got to get past that. And we just want to help get past that.

Justin: So to that end, because I could continue to brag about it, because I was so happy with that whole Microsoft 10 and how my whole everything, my entire world was together in a half an hour down to a new platform. But let's talk about the Mobile Health Consortium, specifically to, first of all, who else is involved, what other companies, what big leaders, and then what do you guys hope to achieve in the next year or so?

Ben: Currently, the active members are Dell and Citrix and Intel and Microsoft. Those are sort of the core founding members, and we're starting to build out the consortium with other participants. And we're looking at doing additional events, webinars, creating resources for our customers online so that they can find white papers and case studies from all of us that we can provide a speakers'

bureau where they can reach out to representatives of our different companies. And if they need someone to speak on a specific topic at an event, we'll be there for them.

Justin: Fantastic.

Ben: And also, hopefully, designing some architectures as well to help our customers think about what's in the world of the possible.

Gareth: Yep, yep, excellent.

Justin: What do you think will be some deliverables that you guys will have in 2016 and maybe early 2017, over the next 12 months or so as an organization?

Gareth: I think the first instantiations of what Ben's talked about, so some advice and some guidance, some learnings. [inaudible 00:07:48] just learn from each other. They're kind of case studies, so they're a bit commercial. We need to find a way of making them less commercial so that they're about the learning, so that we can say that, "The reason that these mobility solutions worked in Customer A was they built a steering panel with clinicians to deliver..."

How do we almost transpose the commercial stuff we do in our day job and turn it into more advice and guidance that's more platform or product neutral so that people can pick up? I think that theme goes through most of the stuff we're trying to work on.

Ben: I think one of the other deliverables is that as we get to know each other as companies, and we're sort of the counterparts at each other's companies so we do a lot of the same things at different companies, we are sort of building a relationship on top of which lots of different things can come out of, in terms of helping our customers. So there's a huge networking component of it, there's a huge relationship-building component, and then the planning process that Gareth talked about.

Justin: Sure. So in the closing 30 seconds or so, and both of you, 30 seconds a piece, a bold prediction for 2016, 2017 that we might see in healthcare or health IT? Gareth, start off.

Gareth: I'm going to make a really bold prediction that we're going to finally have physicians and nurses that say, "This stuff works and gets out of the way of my job."

Justin: I like that. Love it. Ben?

Ben: I'm going to say that mobile health, by next year, will no longer be as much of a relevant term. Everything's going to be mobile. Everything's going to be in the cloud, so we won't have to make that distinction anymore.

Justin: Great point. I like that. Gentlemen, thank you very much for joining us on the air today.

Ben: Yeah, it's been fun. Thanks, Justin. Great job, by the way.

Justin: Thank you, my friend.

Ben: You did an awesome job.

Justin: And now, Citrix, I will say, sponsored yesterday.

Ben: We did.

Justin: So we certainly love Citrix and appreciate all the support, my friend. Take care.

Gareth: Thank you.

Ben: Bye.

Justin: Thank you. Thanks, Gareth. Thanks, Ben.