

## Digital Medicine



**Andy Liska**  
Editor

**K**udos to President **Peter Duncan**. All of that work in the gym and all of that gavel training has resulted in much more vigorous opening bell ring! With one such confident ring, President Peter called the STBRCITW meeting (simply the best Rotary Club in the world) to order. The “Pocket Rocket,” aka **Deirdre Maloney**, provided today’s Inspirational Moment which expounded on the blessings and curses that smart phones can be. The Pledge of Allegiance was led by **Dom Addario** followed by the *Star Spangled Banner* accompanied by Mr. Music himself (and COD), **Greg Zinser** ( and the usual **David Oates**’ mantra of “beat Army”). Thank you, **Roy Bell** and Troutman Sanders, for sponsoring today’s news which was, as usual, masterfully read by **Bert Wahlen**.

Our visiting guests were recognized by President Peter, followed by the recognition of our San Diego State University Rotaracts (who avoided trouble at least for this week). Congratulations and thanks to **Greg Noonan** who was presented with his *fourth* Paul Harris Fellow pin. Greg, you may need to get pin wearing tips from pin wearer extraordinaire – Past President (2013-’14) **Chuck Pretto**.

President Peter then introduced Chair of the Day, the aforementioned music man himself, Greg Zinser. A lucky visiting Rotarian from La Mesa left with three music CDs custom made by Greg, and, of course, the obligatory bottle of wine. Greg then introduced our speaker of the day, Dr. Steven Steinhubl, who provided a very fascinating and entertaining look at the emerging field of digital medicine.

Steve told us he has the world’s greatest job working with mHealth, which is the use of mobile or wireless devices to improve health outcomes, healthcare services and health research, while at the same time making the lives of patients and physicians better and happier. Currently, the most popular application in use today is a Walgreen’s

app for refilling prescriptions online. This is just the tip of the veritable iceberg. Last year \$4 billion was spent on mobile health technology and more will be spent this year.

The advent of all of this amazing technology has been made possible by the miniaturization of computer technology at an ever increasing pace, and the incredible proliferation of smart phone use in the world. The 1996 super computer “Big Red” filled an entire hall and used enough electricity to run 760 homes. That same computing power was available a few years ago in a Play Station 3, and now in a typical smartphone. And smartphone screens are now the most viewed screens in the world, easily eclipsing PCs. We are a society that is continuously connected. Ninety-one percent of U.S. adults own a phone and 61% own smart phones (and Chuck Pretto himself owns 27% of those smartphones).

Chronic conditions such as hypertension account for more than 80% of health care issues. Digital mobile medicine will greatly simplify and improve how we treat these conditions. How about a wrist-watch based sensor device that can simultaneously and constantly monitor your activity level, pulse rate, sleep cycles, blood pressure, cardio output, EKG, stress levels, respiration including oxygen and CO2 levels, temperature, hydration and glucose levels? The conventional equipment that once was needed to do this would fill a room. Now it fits conveniently on one’s wrist. Or how about a ring called an ‘Ouru’ that monitors heart rate, respiration, body temperature, movement and sleep cycles? One in three adults suffers from hypertension, and \$100 billion a year is spent treating them. These wearable monitors will give physicians great ability to monitor and treat this condition, and even may result in the return of the almost-extinct “house calls” by doctors. Treating patients in remote areas such as Sierra Leone will also be made easier by this rapidly developing technology. The mobile digital revolution is fascinating and exciting.

## NEXT MEETING

**August 27**

**Business Networking**

**Maximize your net worth!**

*Guest speakers*

*Jenni Prisk and Phil Blair*

When we think about our net worth, we usually think of our financial investments. However, there’s another aspect of your worth—your professional contacts. Do your friends, family, colleagues and clients really know what you do? In an exhilarating program, Jenni Prisk and Phil Blair will teach you how to create a powerful elevator pitch and, if you’re lucky, you’ll get a chance to share it with all the Rotarians in the room. Don’t miss this opportunity to state your worth!

Jenni has been a San Diego Rotary member since 2010 and is the Founder and CEO of Prisk Communication. Phil Blair has been a member since 1980 and is the Executive Officer for Manpower West and author of Job Won!



**A reminder that next week’s lunch will be a self-serve buffet. You will still have your choice of a hot meal, a salad or a fruit plate. This is not an all-you-can-eat meal.**

**Please check in at the registration desk and pick up a ticket as usual. Lunch will still be from 11:45 to 12:30.**

## QUICK BITS

Our annual **Committee Showcase (your opportunity to show off your committee!)** is scheduled for September 10 from 11:15 am to 12:00 pm. If your committee would like to host a display table, please let the office know no later than August 24. You will need to arrive no later than 11:00 to decorate your table, and it must be staffed by at least one committee member.

The **SMALL CLUB JOINT VENTURE COMMITTEE** wants to remind you to consider doing your meeting makeups with the **Southeast San Diego Rotary Club**. They meet on Wednesdays at noon at the Jacobs Center in the Community Meeting Room. Their address is 404 Euclid Avenue, San Diego, 92114. Their lunch cost is \$15. For catering purposes, please contact Diane Crawford at [sesdrotary@yahoo.com](mailto:sesdrotary@yahoo.com) the day before you plan to attend.

## BIRTHDAYS

Pat Caughey	August	24
Burt Nestor		25
Bill Thaxton		27
Josh Buchholz		27
Craig Barrett		28
Tom Wilson		29
John Hill		29
Elmer Heap, Jr.		30
Doug Myers		30



Next week, our pre-lunch entertainment will be provided by The Jazz Xpress sax quartet, San Diego's longest running youth big band. Directed by **Stan Lawrence**, they consist of the finest high school and college age musicians in the area. The band has been together for 16 years. Be sure to arrive early to enjoy the music!



Congratulations to Club 33 members **Treacy Sommer, Steve Green, Janet Fagan, Bill Thaxton** and **Andy Hewitt** for their recent win of the Overall Points Trophy at the 2015 USRowing Masters Nationals in Camden, NJ.

Our condolences go out to Cecil Steppe who lost his wife, Evelyn, on August 11. Services will be held at the New Creation Church on August 26 at 11:00 am. Interment will follow at Greenwood Memorial Park.

## CALENDAR

ALL MEETINGS ARE HELD AT LIBERTY STATION CONFERENCE CENTER UNLESS OTHERWISE NOTED

### August

27 **Phil Blair & Jenni Prisk—Business Networking**

### September

3 **Darryl Anunciado, CEO, ActionDrone, Inc.**

10 **District Governor Janice Kurth**

17 **Gary Weitzman, President & CEO, San Diego Humane Society**

## GROTARIAN EVENTS

**Under the Blood Moon at San Diego Mesa College**  
Sept. 27, 5:30 pm -7:30 pm

Come enjoy the lunar eclipse at the San Diego Mesa College Jerry Schad Observatory!

[Click here](#) for more details and to register.

**First United Methodist Church**  
**An Interfaith Panel Discussion on Religious Diversity**  
Oct. 20, 5:30 pm -7:30 pm

Our October Grotarian event will be an informative and provocative time of exploring the religious diversity of the San Diego area.

[Click here](#) for more details and to register.

## 2015 Mrs. San Diego



*The Past Presidents of San Diego Rotary  
have proudly selected  
Mrs. Betty Peabody  
as this year's recipient of the  
2015 Mrs. San Diego Award*

*Please join us on September 24th at the  
Liberty Station Conference Center to honor  
Betty for her leadership and contributions to  
the City of San Diego*

Betty Peabody's interests, volunteerism, and achievements in the San Diego community have been many and varied, but all were due to her tireless passion for the betterment of our city.

Volunteering for Balboa Park almost daily since 1969, Betty co-founded the Friends of Balboa Park with the vision of keeping the park alive well into the next century. They have implemented over 200 projects in 15 years, funded by private donations of more than \$4 million. These range from the five information kiosks placed around the park, to mapping the water pipe infrastructure with SDSU students and to returning the 5<sup>th</sup> grade San Diego Unified School program to the Park. Their latest project, The Friends' Water-Wise program, was designed to optimize water use in the park to make the park more environmentally sustainable while keeping it healthy and attractive for visitors.

Betty has served on the boards of the San Diego Museum of Man, the Central Balboa Park Association, and as president of the House of Hospitality and the Balboa Park Millennium Society. She conceived Christmas on the Prado which is now December Nights.

A founding member of the San Diego County Crime Stoppers, Inc., Betty has encouraged good people to report bad things anonymously for the past 31 years. Betty was recognized by their Lifetime Achievement Award and now Crime Stoppers gives the Betty Peabody Award annually to an individual or organization that has helped law enforcement or promoted public safety.

To honor legacies of her late husband, Dr. Homer Peabody (also a Mr. San Diego Award recipient in 1997), she currently serves on the Rees-Stealy Research Foundation Board and the Youth Tennis San Diego (Barnes Center) Foundation Board. Her social and philanthropic interests include The Thursday Club, The Wednesday Club, UCSD Town and Gown, ARCS and San Diego Rotary Club. She also sits on the board of the SDSU Friends of the Library and was a 2009 Mortar Board honoree.

Betty has been recognized for her contributions to our community, including most recently being the recipient of the San Diego Woman of the Year Award given by Assembly Speaker Toni Atkins. Atkins described Betty's story as a "microcosm for the contributions that women make all over California and our great nation."

Although born and raised in Oregon, Betty has adopted San Diego as her home. She and Homer have four children, five terrific grandchildren and seven-plus special great-grands. Betty also enjoys theatre, reading, and unusual travel experiences.

# FACES IN OUR CROWD



(Left) Chair of the Day Greg Zinser introduced our guest speaker; (center and right) Dr. Steven Steinhubl discussed the future of mobile health technology.



(Left) President Peter presented Greg Noonan with his 4th Paul Harris Fellow pin; (center) **Joanne Pastula** expressed her enthusiasm for today's program; (right) our editor-of-the-day **Andy Liska**, busy at work.



**Natasha Josefowitz, Tyler Cramer and Ed Hearn** participated in our Q&A session.



Thank you to everyone who joined us today!

Photos courtesy of **Paul Nestor**

# FACES IN OUR CROWD



President Peter and the head table thoughtfully listening...?