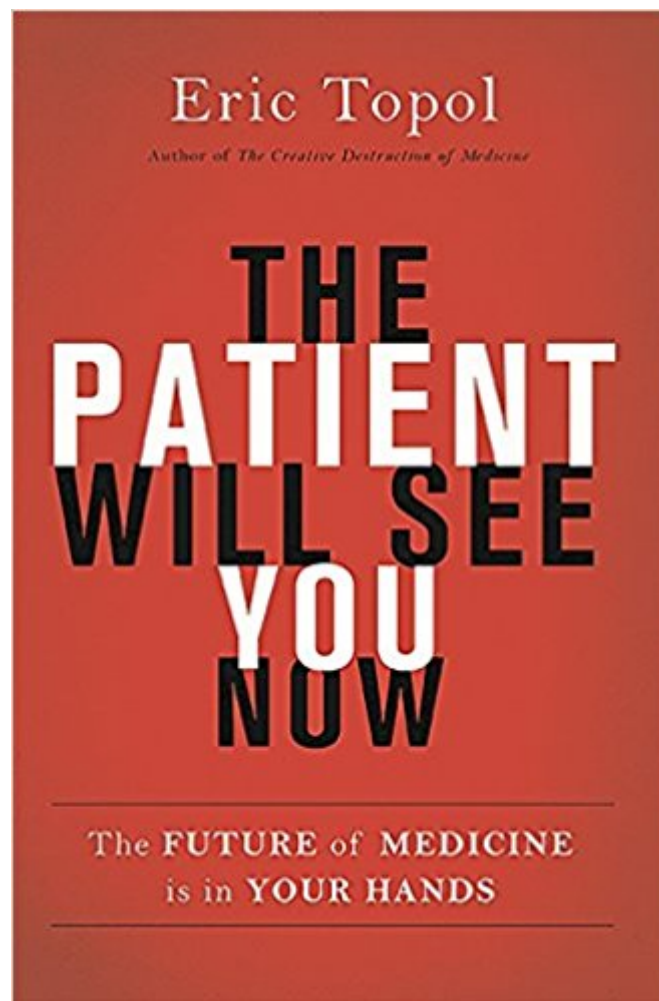




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The Patient Will See You Now: The Future Of Medicine Is In Your Hands



Synopsis

"[Topol is] one of medicine's most innovative thinkers about the digital future.... [A] valuable contribution to a fascinating subject."--New York Times Book Review

A trip to the doctor is almost a guarantee of misery. You'll make an appointment months in advance. You'll probably wait for several hours until you hear "the doctor will see you now"-but only for fifteen minutes! Then you'll wait even longer for lab tests, the results of which you'll likely never see, unless they indicate further (and more invasive) tests, most of which will probably prove unnecessary (much like physicals themselves). And your bill will be astronomical.

In *The Patient Will See You Now*, Eric Topol, one of the nation's top physicians, shows why medicine does not have to be that way. Instead, you could use your smartphone to get rapid test results from one drop of blood, monitor your vital signs both day and night, and use an artificially intelligent algorithm to receive a diagnosis without having to see a doctor, all at a small fraction of the cost imposed by our modern healthcare system. The change is powered by what Topol calls medicine's "Gutenberg moment." Much as the printing press took learning out of the hands of a priestly class, the mobile internet is doing the same for medicine, giving us unprecedented control over our healthcare. With smartphones in hand, we are no longer beholden to an impersonal and paternalistic system in which "doctor knows best." Medicine has been digitized, Topol argues; now it will be democratized. Computers will replace physicians for many diagnostic tasks, citizen science will give rise to citizen medicine, and enormous data sets will give us new means to attack conditions that have long been incurable. Massive, open, online medicine, where diagnostics are done by Facebook-like comparisons of medical profiles, will enable real-time, real-world research on massive populations. There's no doubt the path forward will be complicated: the medical establishment will resist these changes, and digitized medicine inevitably raises serious issues surrounding privacy. Nevertheless, the result-better, cheaper, and more human health care-will be worth it.

Provocative and engrossing, *The Patient Will See You Now* is essential reading for anyone who thinks they deserve better health care. That is, for all of us.

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Customer Reviews

"In his new book, *The Patient Will See You Now*, Topol expertly builds upon his earlier path-finding work and explores how smartphone adoption, big data, new digital monitors of medically relevant information streams, ubiquitous computing, and larger networks are all combining to revolutionize health care far beyond what most now expect-with the exciting promise of lower costs and higher quality simultaneously. Coming from a world-class physician with a unique perspective on the rapidly changing nature of medicine, Topol's prescription for patient empowerment is a must read."-Al Gore

"Dr. Eric Topol is uniquely positioned to map out a new era of democratized medicine-a time when each individual will not only have immediate access to all of their own medical data, but even generate much of it and play a principal role in their healthcare." -Sanjay Gupta, M.D.

"Dr. Eric Topol is a pioneer of the medicine of the future and the future is now! Read this book and empower yourself for total well-being." -Deepak Chopra

"Eric Topol has written a must-read manifesto for patients who feel helpless. Filled with knowledge and engaging stories, this book shows how you can harness technology to be the master of your medical care-or at least, a better partner for your doctor. I want Dr. Topol for my doctor." -Elisabeth Rosenthal, M.D., *The New York Times*

"[A] groundbreaking book.... I think this book is revelatory and just plain smart."-Jim Cramer, *CNBC's Mad Money*

"[Topol is] one of medicine's most innovative thinkers about the digital future.... [A] valuable contribution to a fascinating subject. Despite his digital predilections, Topol is a humane and sympathetic observer of the plight of patients in our highly dysfunctional health care system. We can only hope mobile devices will help them better navigate (or scroll) their way through this perilous terrain."-*New York Times Book Review*

"Dr. Eric Topol [is] one of the nation's leading thinkers on the future of medicine."-Newt Gingrich, *Newsmax*

"Dr. Topol's overriding thesis is that the old days of 'doctor knows best' are as good as gone. No longer will doctors control medical data, treatment or profits. Instead, thanks to the newest science, humanity will finally achieve truly democratic health care."-*New York Times*

"*The Patient Will See You Now* is full of innovative thinking.... This book is full of technical wizardry and intriguing questions about the nature - and the

future - of diagnosing, monitoring and healing."-Perri Klass, Washington Post"[Dr. Topol's] vision is compelling, combining an empowering view of technology with the recognition that medicine requires something more. The best physicians heal even when they can't cure, Dr. Topol notes, and 'there will never be algorithms, supercomputers, avatars or robots to pull that off.'"-Wall Street Journal"[Topol] does a terrific job of laying out the immense potential of smartphones and iMedicine technologies to democratize medicine like never before.... Topol's writing style makes it very accessible for the lay person without any 'dumbing down' that would be a turnoff to health professionals. This is a must read for anyone that cares about healthcare.... I can't think of a book that does a better job of projecting how the future of medicine will unfold and the critical role individuals will play in their own health (beyond the obvious)."-Dave Chase, Forbes.com"It is rare to find a book that addresses quite technical topics so clearly, while interweaving stories about the variety of personalities who are shaping the field.... The book is both scholarly, supported by careful footnoting, and encyclopedic-nearly every recent development challenging traditional notions of medicine is carefully evaluated."-Health Affairs"The mantra defining the future of medicine, according to physician and author Eric Topol, is 'Nothing about me without me.' And in his new work, *The Patient Will See You Now*, that mantra animates a vision of medicine that, in everyday practice, is radically democratized and digitized, made accessible and dialogic through the use of handheld devices, open-access records, iDocs, physician avatars and more."-The Plain Dealer"[E]xtraordinarily thought-provoking and even provocative.... [T]he world [Topol] envisions is already exceedingly close to being realized; the writing on the wall is clear, unambiguous and unmistakable. This would be a great book to read sitting in a waiting room or during a stay at the hospital."-Bowling Green Daily News"If you want to feel as exhilarated, and maybe even as disoriented, as Marty [McFly, the fictional character in the movie *Back to the Future II*] did after fast-forwarding to 2015, read Dr. Topol's new book, *The Patient Will See You Now*. Building on themes he introduced in his last book, *The Creative Destruction of Medicine*, Topol, director of the Scripps Translational Science Institute, describes a health care world upended by digital technology - mostly to the benefit of patients. We wield dominion over this new world through our smart phones."-Susan Dentzer, Robert Wood Johnson Foundation's Culture of Health blog"Cardiologist Topol argues for taking down the boundaries separating the medical and digital worlds, boldly exploring how patients can shape the medicine of the future."-Publishers Weekly"With its many charts, graphs, and citations, this forward-thinking work will appeal to all educated health-care consumers."-Library Journal"[Topol] forecasts and engineers a new chapter in medicine.... [He] foresees a future medical world profoundly bolstered by wireless Internet, where 'each individual will

have all their own medical data and the computing power to process it."-Booklist"A visionary physician predicts a technology-driven, patient-centered revolution in health care. In this work about the changes afoot in the world of medical care, Topol, in this natural follow-up to his previous book, demonstrates the combination of intelligence and ambition that is apparent in his successful medical career.... Not content to simply critique the current system (though he does so thoroughly and convincingly), the author strides optimistically into the future of health care.... An expertly detailed, precisely documented exploration of the 'power of information and individualization' in health care."-Kirkus Reviews

"In *The Patient Will See You Now*, Eric Topol unveils a visionary new world of patient empowerment through apps."-The Independent (UK)"[Topol] envisions a new era where we could have...access to our own medical data and the tools to heal ourselves without being completely at the mercy of our doctors.... With an impressively well-researched cache of examples, he explains the various gadgets attached to smartphones to carry out complex medical examinations that cost pennies, the potential for using the same cheap technology in poor countries where expensive medical equipment cannot be deployed and the potential for the opening up of patient data - which could then be shared across the world through the Internet to find diagnoses and trends on an unprecedented scale."-Winnipeg Free Press (Canada)"In this extraordinary book, Topol has, in effect, provided us with a prescription for the future of medicine. He outlines the challenges of the current practice of medicine, and gives us a powerful vision of what can be changed-and how. Topol writes about the future more effectively than any physician or scientist that I know. If you want to know about what medicine looks like today, you should read this book. But if you want to know what medicine will look like tomorrow, then you must absolutely read this book."

-Siddharta Mukherjee, M.D., author of *The Emperor of All Maladies: A Biography of Cancer*"Eric Topol understands better than anybody else the growing battle between technology- and information-empowered patients on one side, and the incumbent medical establishment on the other. He also understands who should win it. Read this book and you'll join him in fighting the good fight."-Andrew McAfee, author of *The Second Machine Age*"Dr. Topol clearly captures the challenges and major disruptions occurring in medicine today. A revolution in healthcare is finely happening-one that will not only improve outcomes, but the individual patient's experience. This is a book that everyone needs to read. The practice and future of medicine are indeed being turned upside down."-John E. Kelly III, Director of Research at IBM "The most extraordinary time for health care lies ahead. Dr. Topol presents a highly innovative vision and model for how, in an era of big data for each individual, medicine can be democratized."-Mitt Romney, former Governor of Massachusetts "Dr. Eric Topol has the vision for how smartphones will play a central part in health

care in the coming years. Consumers will take on a powerful new role in medicine of the future - The Patient Will See You Now reveals to us how that will occur."-JK Shin, President and CEO of Samsung Electronics "It's your blood, your DNA, and your money; shouldn't the images, records, and data belong to you, too? Dr. Topol's deeply researched, powerfully presented arguments will ruffle feathers in the medical establishment-but he maintains that the new era of smartphones, apps, and tiny sensors is putting the patient in charge for the first time. And he's right." -David Pogue, founder of Yahoo Tech and host of PBS' "Nova" "In The Patient Will See You Now, Dr. Eric Topol has helped to define a new era in healthcare when the role of the patient has evolved, empowered by the rapid adoption of digital health technologies. We fully agree with Dr. Topol's vision of the future of healthcare becoming increasingly seamless and giving consumers access to care-where, when, and at the value point they want." -Greg Wasson, CEO of Walgreens "We are seeing a sea-change in medicine, a time when the old paradigms no longer apply. As a physician and a scientist, Eric Topol has been both contributor and commentator to this revolution and therefore, one of the few people who can weave together and explain the stunning advances in seemingly unrelated fields. His personal voice, his ability to explain the most complex developments in science in a simple and engaging manner, and the clarity of his vision of the future make this compelling reading. I couldn't put this book down and I learned so much. It has changed my perspective of what is to come." -Abraham Verghese, author of Cutting for Stone "Eric Topol's book focuses us on the most important development in health care today: putting the patient at the center of everything. This is the pathway to the most effective and efficient innovation, development and reform of health care practices, products and policies globally."-Alex Gorski, CEO of Johnson & Johnson "I have experienced Dr. Topol's healing touch as my personal physician after a 99% heart blockage, in his capacity as cardiology advisor to Men's Health magazine's 12 million readers, and as the visionary author of The Creative Destruction of Medicine. With The Patient Will See You Now, he's extending his healing powers where they'll do the most good: to the patients themselves. Book an appointment to read it now, and you'll save yourself a lot of copays later."-Peter Moore, Editor of Men's Health magazine

Eric J. Topol, M.D., is professor of innovative medicine and the director of the Scripps Translational Science Institute in La Jolla, California. Trained at Johns Hopkins University, he conducted one of the first trials of a genetically engineered protein for treating heart attacks, was the founder of the world's first cardiovascular gene bank at the Cleveland Clinic, and was one of the first cardiologists to raise an alarm over the dangerous side-effects of Vioxx. The author of The Creative Destruction

of Medicine, he is one of the ten most-cited working scientists, and was named Doctor of the Decade by the Institute for Scientific Information as well as a "rock star of science" by GQ. He lives with his family in La Jolla, California.

Topol's earlier book -*The Creative Destruction of Medicine: How the Digital Revolution Will Create Better Health Care*- discussed quantified-self, and aspects of the app-centric health data logging and analyses and concluded that mHealth will form the basis of healthcare disruption. In this book, Topol provides a very interesting thought framework to deduce "what's next?" The first section expands his assertion that paternalistic healthcare systems (personified by FDA, AMA, and traditionalists) is really behind the times and the notion "nothing about me without me" is increasingly becoming not only feasible but also demanded by the patients. Providing a detour explaining the evolution of interpretations of the Hippocrates oath, Topol uses that opportunity to take issue (yet again) with the AMA and the entire practice around guidelines. While arguing for increased access for patient-related information to the patients, Topol clearly acknowledges the difference in information and knowledge gaps and points out that mere access is not sufficient, but it is a critical step in rethinking patient engagement and direct participation. To further expand on these themes, Topol borrows Eisentien's characterization of printing press as a change agent and draws significant parallels with that transformation and smartphones, calling this the "Gutenberg moment". While a healthy skepticism is warranted in the claims of everything from holy wars to Renaissance to modern science and founding of American republic is attributed directly to the printing press, one cannot easily dismiss the "combinatorial intellectual activity" printing facilitated. Topol argues (successfully) further that the technology already exists to enable this remarkable period of creativity in healthcare. Using relatively recent episodes such as FDA v/s 23andme and Angelina Jolie's aggressive preventive measures, Topol provides a very informative and engaging view of how the healthcare system is clearly at an inflection point. In the second section, Topol focuses primarily on the key enabling technologies that will make his vision of a democratized and personalized healthcare a reality. Moving beyond traditional logging devices, Topol paints a realistic vision of the technologies and the opportunities they are already creating such as from lab-on-a-chip to lab-in-body. Along the way, his insights on the failures of EMR systems (using OpenNotes as a contrast), potential of "pre-womb to tomb" predictive/diagnostic models is well worth the read. In fact, the chapter on the various -omics and their potential role (adapted from his famous paper in Cell) and examples on pre-diabetic and airway diseases in itself is worthy of investing in this book. A reader will also gain significant insights about some trailblazing companies like Theranos,

QuantuMDx, etc. The discussion around how 3 of the 5 imaging technologies have already been miniaturized to hand-held devices is a clear indication of the realism embedded in Topol's assertions. In the third section, Topol objectively analyses the import of these changes (cultural and technological) on how healthcare will be delivered and consumed. These discussions go beyond "disintermediation of doctors" and is a must-read for anyone interested in developing new service models. A few years ago, *The Innovator's Prescription: A Disruptive Solution for Health Care*, provided a radically new way to rethink service models - Topol's book does the same from the viewpoint of patient and the role of technology. At times, Topol perhaps extends the patient advocacy too aggressively. For example, on a discussion crucifying Myriad and value of patents, he seem to dismiss the risk taken by private enterprises to generate these insights. While he fully acknowledges that information and knowledge gaps are critical, he uses a few hand-picked examples of how highly motivated individuals were able to be remarkably active with the diagnosis and treatment of their conditions (it is hard to say how generalizable these episodes are). Criticisms on AMA may also not be entirely fair and while there will always be "eminence-based medicine" as Topol characterizes it, there is no doubt that some of it needs to be modulated better with patient-centric approaches. With the clarity of discussion aided by well-chosen examples and analogies bereft of needless cheer-leading, over 50 pages of notes/references, excellent diagrams accompanying some of the key concepts, Topol's book is well-poised to define the next big discussion on healthcare. With the aggressive growth of wearables and smartphones showing no signs of slowing down, wider acknowledgement of patient participation as key for healthcare outcomes, changing delivery models such as ACOs in the US, some of Topol's vision may become reality sooner than even he seem to hope for. Nevertheless, Topol has succeeded in providing a clear thought framework to assess and harness the role of mobile technology in reshaping healthcare ecosystems.

This is a must-read for anyone who wants to understand how quickly and dramatically health care is changing. Some would describe Eric Topol as a "futurist", but that suggests he's talking about things 10+ years away. I think of him as a "near-futurist" with a unique ability to synthesize the scientific and cultural trends emerging in different parts of the health care system, to help us see how it's about to come together. As a physician, I find this scary and exciting. As a patient, family caregiver, and advocate, I'm thrilled. *The Patient Will See You Now* takes us on a wonderfully written tour including: the end of paternalism in health care (hooray!), tools that patients and families now have to be partners in their care, and an approachable overview to how genomics is finally bringing us

personalized medicine. That last piece is even more important to understand given Obama's recent proposal to sequence 1 million genomes. Whether you think all of these changes are good or not, Topol's work here is a huge amount of easy-to-understand education, impeccably researched, and a pleasure to read.

A must read book only for people that have children, grandchildren, parents, grandparents. Covers most people in the USA. But it must be part of an education of each person in USA to ask why our health care is so expensive, \$3,000,000,000,000 or 18% of GNP but our outcomes are 37th in the world. But does not talk about prevention and adopting a healthy life style. His credentials are world class, very well researched, and well organized and written. But what would happen if people would not need to go to doctors and hospitals, and did not need drugs and devices, would the unemployment go through the roof. At Cleveland Clinic, where he was their leader for 15 years, there was another associate named Caldwell Esselstyn, who also left, since he was suggesting a patient change their diet to avoid a procedure, Dr Topol left because he exposed the side effects of Vioxx, and suggested that Cleveland Clinic put their support of Merck ahead of the patient's interests. Discussions about unnecessary tests and radiation being cumulative, and dangerous is scary. His thesis about the digital devices being a major tool for better medicine is enlightening, and gives one hope for the future. But he does not touch parts that Steven Brill did in his recent book, America's Bitter Pill, Michael Moss's book Salt Sugar and Fat, Maggie Mahar's book, Money driven Medicine, and most important Colin Campbell's The China Study. In summary, this is a book like the others, to be studied, not just read.

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