



**MEDIA ADVISORY**

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## **AnthroTronix CEO Speaks About Healthcare Apps and the Importance of Brain Health at 7<sup>th</sup> Annual mHealth Summit**

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*Dr. Corinna Lathan Featured on Panel Taking Place November 9 in Washington, D.C.*

**WHO:** [AnthroTronix \(@AnthroTronix\)](#), an engineering research and development firm committed to optimizing the interaction between people and technology.

**WHAT:** Dr. Corinna Lathan ([@clathan](#)), board chair and CEO of AnthroTronix, will speak on the panel "[Optimizing the Patient App Experience: Convergence of Healthcare and Wellness](#)," which will examine the app development and design process. Lathan will share her personal experience developing [DANA](#), an FDA-cleared brain health assessment tool.

DANA, which received FDA clearance in October 2014, is a mobile medical software platform that can be used on a phone or tablet and works on both the Android and iOS operating systems. It's a game-like tool that can provide data within minutes to help assess and measure a person's brain/cognitive health.

Joining Lathan on the panel will be representatives from Memorial Sloan Kettering Cancer Center, Boston Children's Hospital and the National Library of Medicine. The panel will be moderated by CEO Michael Fergusson of Ayogo, a company that develops patient engagement software.

**WHERE:** Room: National Harbor 2-3, The Gaylord National Resort and Convention Center, National Harbor, Md.

**WHEN:** Monday, Nov. 9, 2015, 5-6 p.m.

[The mHealth Summit](#), part of the HIMSS Connected Health Conference, is the leading conference for developments in the fields of mobile, telehealth and connected health. Sessions will explore the impact these fields have on health care delivery, clinical care and patient/consumer engagement to new technologies, research, investment activities, policy and shifts in the business environment. This year's summit is centering on the theme of "Anytime, Anywhere: Engaging Patients and Providers." The summit is being held November 8-11, 2015 at the Gaylord National Resort and Convention Center in the Washington, D.C. area.

For more information on AnthroTronix, visit <http://www.anthrotronix.com/>.

For more information on DANA, visit <http://danabrainvital.com>.

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### **About AnthroTronix**

AnthroTronix, an engineering research and development company, produces human-centered technologies that advance health, communication, education, and defense. We develop innovative, research-based technologies that influence change and enhance lives around the world. Our company has been recognized among Inc. Magazine's "5000 Fastest Growing Companies" and selected by the World Economic Forum as a Technology Pioneer company. For more

information about us, visit [www.anthrotronix.com](http://www.anthrotronix.com), follow us on Twitter at [@AnthroTronix](https://twitter.com/AnthroTronix), or connect with us on [LinkedIn](#).