

# Title: AetherCare's cross-cultural eConsult Platform: Connections and Gaps

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Online eConsult address the access dimension of healthcare delivery on the system level through internet technology solution implementation. As the all-out digital applications gain their traction and exhibit tremendous potential in transforming the future healthcare, eConsult has been one of the fastest growing healthcare service sectors over last decade in the U.S.

Aether Care Corp., a startup based in Southern California of United States, was set to provide the access to US specialist advice for the Chinese speaking patient population overseas in Asia.

A descriptive overview is presented based on the findings that were drawn from care provider closeout surveys and surveys/interviews with patients, to assess the effectiveness of this cross- cultural delivery.

Though Aethercare's eConsult system is highly acceptable for oversea patients and US specialist providers, with its otherwise unavailable access to the US medical practitioner's advice, gaps remain through this cross-cultural, cross-infrastructure channel regarding the communication effectiveness, and therefore, eConsult's direct impact on health and financial outcome. To achieve streamlined and optimized performance, eConsult services could better be provided by the medical specialists with the matchable background of cross-cultural residency and specialty training.

## References

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## Biography

Dr. Jun Chris Lu has his expertise in evaluation and passion in technology integrated healthcare. He graduated from Baylor College of Medicine and had his Howard Hughes Fellowship with Harvard affiliated Brigham & Women Hospital. With further business training in Finance and Entrepreneurship at the University of Chicago, He served analyst with Momentum Capital Partners and Global Hunter Securities, joined the management of Boston Scientific and Cerner Corp., and Co-founded meditech startups MobilMedic and Aethercare. Dr. Lu is the member of American Telemedicine Association (ATA), American College of Healthcare Executives (ACHE), and the Society of Federal Health Professionals (AMSUS).