Americans are known for having their faces always in their cell phones…but sometimes our smart phones can be a hindrance as much as they are a help.

Take, for example, MelApp, a melanoma detection app that recently came under scrutiny by the Federal Trade Commission. The app, which could be downloaded for $4.99, claimed to be able to calculate melanoma risk as high, medium, or low, based on skin pictures.

The problem? A study published by JAMA in 2013 found that apps like MelApp incorrectly classified 30% or more of melanomas as un-concerning, which could result in dangerous and possibly cancerous skin conditions going undiagnosed until too late.

Eric Schiffer, CEO of Patriarch Equity, can speak to the problems with medical apps like MelApp that claim to help diagnose certain medical conditions that can be dangerous.

Points Schiffer can address include:

* Why these apps get so popular – MelApp, for example, was made popular after being features on “The Dr. Oz Show”
* The credibility of these apps – Schiffer says there currently are no computer algorithms that analyze images for melanoma that can have any realistic accuracy
* The future of medicine on smartphones – Schiffer says smartphones have a strong potential to help consumers and doctors with health, but the government must debate and control how and when to let it happen

If you would like to book Eric on your radio or TV show contact Annie Scranton at annie@pacepublicrelations.com or call 212-254-4730.

