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Up Periscope!

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Remember the old submarine movies when there would be a command to “up scope” and the captain (for example, Clark Gable in *Run Silent, Run Deep*) would take a peek at the activities on the surface? The Periscope app, recently made part of the Twitter platform, allows app users to “up their Periscope” and give their followers a view of the live action.



Beckley

Periscope users stream live video from their smartphones. When linked to a user’s Twitter account, it notifies their Twitter followers that they are “up scope” for a live broadcast.

I heard (from another social media app, naturally) that a therapy colleague was going to do a live “Periscope” with a promo for a new eBook on a Medicare compliance topic of interest. I downloaded the app from Apple’s App Store (also available from the Google Play Store), got the colleague’s notification for “up scope,” and caught the real-time, live video feed. I quickly linked my Twitter account, and now get notifications when any of my Twitter followers have their Periscope up for a live streaming broadcast. I’ve tuned-in to a number of Periscopes and delighted at the variation of topics, the content, and the giddiness of the user doing their first Periscope session. (“Hello, can you see me now?”) While broadcasting live, the joining members’ Twitter

handles are scrolled up on the screen, so you can see those also tuning in to the live feed. Missed the live broadcast? No problem—the “Periscoper” may have recorded it.

Immediately I am thinking of all the little compliance nuggets and vignettes that can be the topic of a live Periscope session—for example, a quick debunking of the myth that Medicare does not pay for iontophoresis, or perhaps a courtesy “Did you know?” tip on HIPAA privacy.

What if you could see through the eyes of a protester in Ukraine? Or watch the sunrise from a hot air balloon in Cappadocia?

The folks at Periscope describe the technology in an inviting and enticing way: “What if you could see through the eyes of a protester in Ukraine? Or watch the sunrise from a hot air balloon in Cappadocia? It may sound crazy, but we wanted to build the closest thing to teleportation.” They further elaborate that there is “no better way to experience a place right now than through live video.”

Head on over to www.periscope.tv and explore the world through someone else’s eyes.

Oh, and just in case you were wondering, Medicare does pay for iontophoresis; follow the guidance in your LCD, because coverage varies across the MAC landscape. ☺