Hi, Joe! Unfortunately, the answers to your questions are not straightforward at this time as our mobile presence is in flux. However, just answering for what we currently have:

1) I don't understand the first question. If you mean do we have native apps that people can run, the answer is at this time, not really. (There are some mHealth apps but no UCSF Mobile app. Yet. So far, just the web site.)

2) At the time, no one was making a UCSF mobile web presence so we just did it.

3) We did it on the cheap.

4) Built in-house by people who also build desktop web sites.

5) A few weeks, really, on the technical stuff. The non-technical stuff (e.g., getting approval from all the people who need to approve things) took longer.

6) I would strongly recommend looking at UCLA's mobile framework: mwf.ucla.edu. Contact Eric Bollens at UCLA. Ask to eavesdrop on tomorrow's MWF conference call. Officially, UCSF is working with Blackboard to migrate to their Mobile Central product. Incidentally, UCSD is in the process of moving *off* this product and onto MWF.