

Water, water everywhere
and not a drop to drink...

... and some of us are really, really thirsty!

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Anna's Diabetes Treatment Regimen

Devices

Medication

Labs

Physicians

Lifestyle

Victoza Pen

Symlin Pen

Neutrophils

Calcium

BUN

Hemoglobin

A1C

HDL/LDL

BRN

SYNRD

Symlin

Nutrition Tracker

Continuous Glucose Monitor

Micro-albumin

Albumin

Serum Creatinine

Iron

Potassium

LSRTN

MCL

TRVTN

BP Monitor

Blood Glucose Meter

Insulin Pump

GFR

Sodium

LISIN

FSMD

SRL

Digital Scale

Energy Tracker

Activity Tracker

Heart Rate Monitor

Aranesp

ATOVST

Aspirin

Multivitamin

Sleep

Strength Training

Yoga

Cardio

Urologist

Cardiologist

PCP

OB/GYN

Chiropractor

Nutrition

Anti-oxidants

Probiotic

Puppies!

Dermatologist

Psychiatrist

Podiatrist

Rheumatologist

Ophthalmologist

Stress Management

Endocrinologist

Breast Health

Nephrologist

Optometrist

We have an urgent need
for data liquidity ...

... *yet* ...

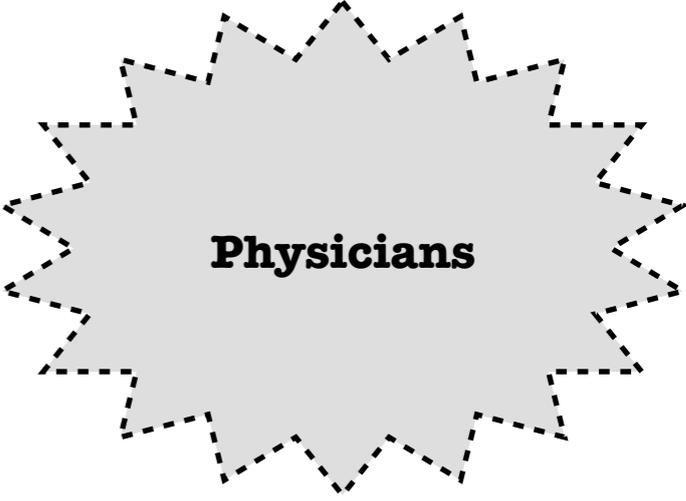
Those who need access to data can't get it



Patients!



Caregivers



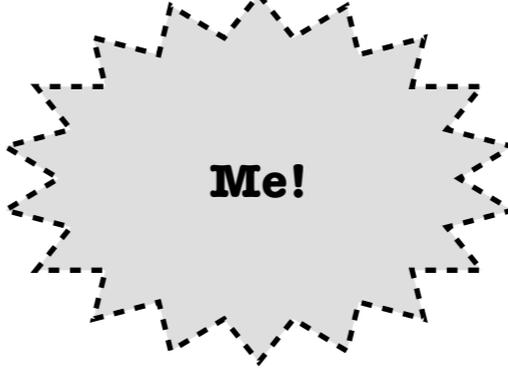
Physicians



Entrepreneurs



Researchers

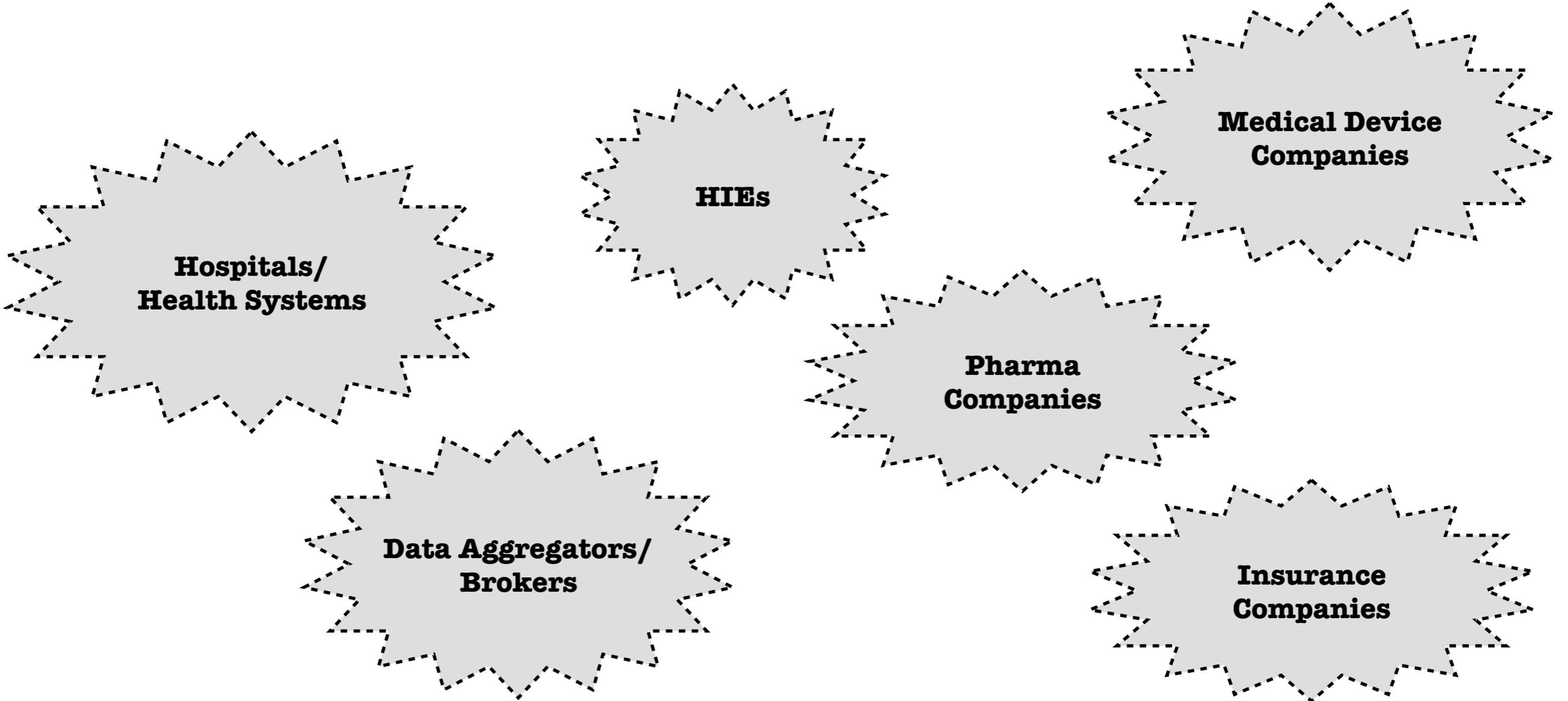


Me!



Regulators

Those who have access to data won't share it



**Hospitals/
Health Systems**

HIEs

**Medical Device
Companies**

**Pharma
Companies**

**Data Aggregators/
Brokers**

**Insurance
Companies**

Why...?

“Our patient data is valuable. We may be able to monetize it someday....”

“Patient portals are hard...!”

“We can't open our system to out-patient device data...
...we could get a virus!”
...our EHR company won't let us.”
...we don't know what to do with the data”
...it will overwhelm physicians”

“We can't...HIPAA...”

“If I let other people access my research data, they might find something interesting and publish it before me!”

“Why would I give it to researchers. We make millions off of our patient data. Researchers can get a grant and buy it just like everybody else.”

Why...?

No sense of ...

...urgency

...social responsibility

...respect for patients' needs,
intelligence or sacrifice

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