

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

BUN

Hemoglobin

A1C

HDL/LDL

BRN

SYNRD

Symlin

Nutrition Tracker

Continuous Glucose Monitor

Calcium

Serum Creatinine

Iron

Potassium

LSRTN

MCL

TRVTN

BP Monitor

Blood Glucose Meter

Micro-albumin

Albumin

Sodium

LISIN

FSMD

SRL

Digital Scale

Energy Tracker

GFR

Insulin Pump

Novolog

Flonase

Aspirin

Activity Tracker

Heart Rate Monitor

Aranesp

ATOVST

Endocrinologist

Optometrist

Multivitamin

Sleep

Stress Management

Strength Training

Urologist

Breast Health

Nephrologist

Chiropractor

Yoga

Cardio

Dermatologist

Psychiatrist

PCP

OB/GYN

Rheumatologist

Ophthalmologist

Nutrition

Anti-oxidants

Probiotic

Puppies!

Podiatrist

Rheumatologist

Ophthalmologist

We have an urgent need
for data liquidity ...

... *yet* ...

Those who need access to data can't get it



Patients!



Caregivers



Physicians



Entrepreneurs



Researchers

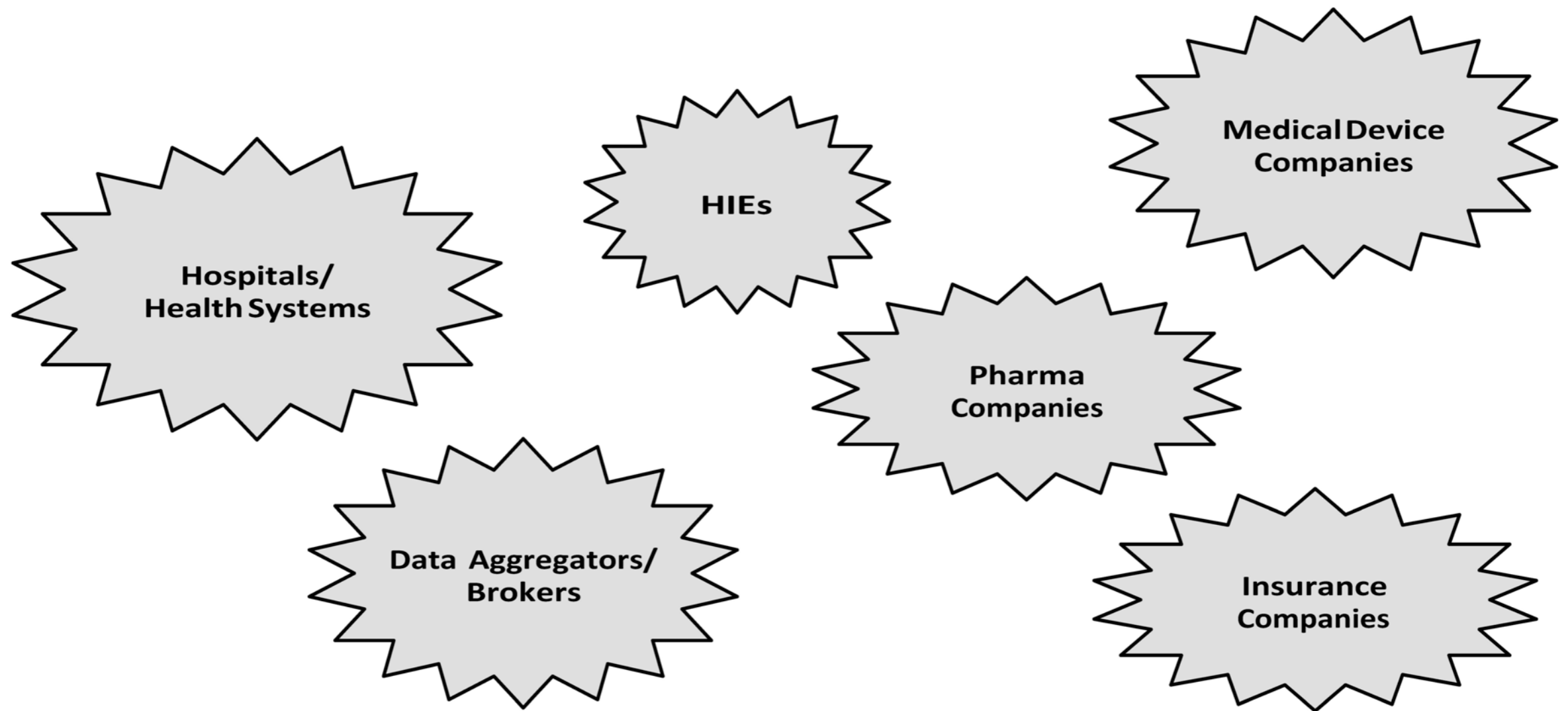


Me!



Regulators

Those who have access to data won't share it



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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