



OPEN UP TO INNOVATION

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\$5 trillion healthcare ecosystem to see 'seismic' spending shifts



Open Up to Consumers

Is Digital Therapeutics the Next Big Thing in mHealth?

"Software as a Drug"
6 Billion in 5 years



45 digital health startups that raised money in Q3 2016

"600m Raised"



Open Up to New Financial Models



=



“Ready to walk the Reimbursement Maze?”



Industry Trends | New Models for Medicine

- ❓ From Disease-Centric to Prevention-Centric
- ❓ Age of Consumerization – Promotion, Cognitive Support and Wellness are demanded
- ❓ Precise Medicine and Genomics



Industry Trends | Determinants of Health - Most Data Exists Outside Medical Systems

A vast amount of untapped data could have a great impact on our health

60%

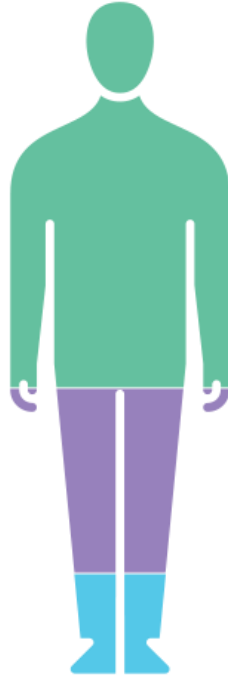
from exogenous sources

30%

from genomic sequencing

10%

from health systems



80%-90%

of health determinants are **NOT** related to health care

Other Determinants of Health:



Environmental



Economic



Activities



Nutrition



Social

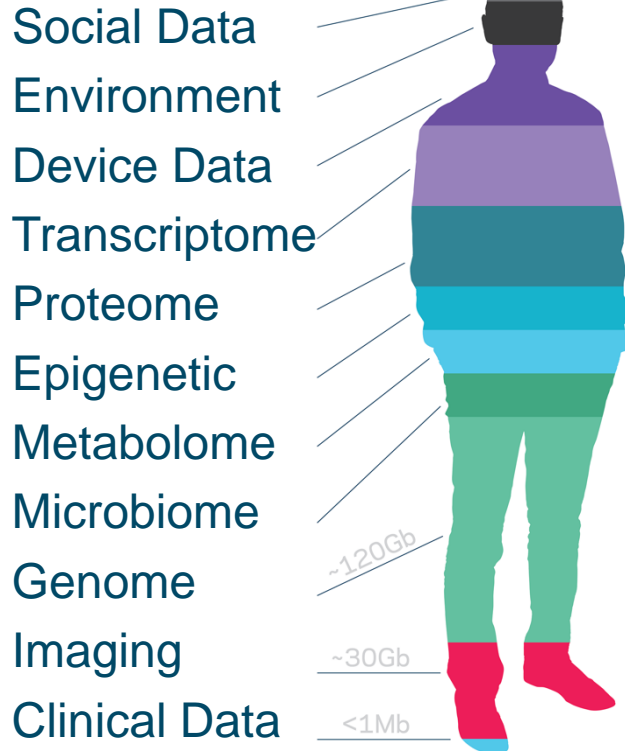
ONC

Shared nationwide interoperability roadmap

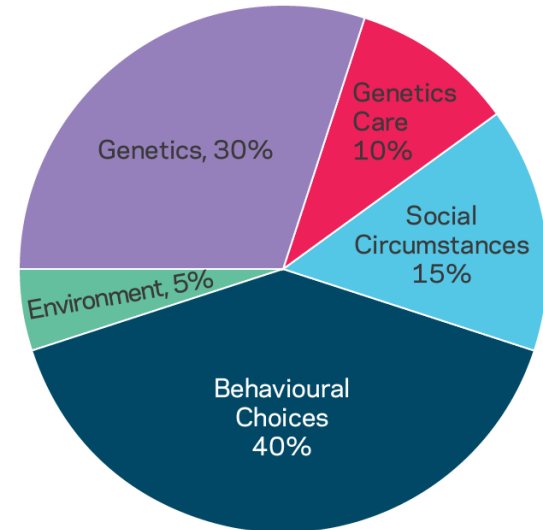
Source: Health Aff (Millwood). 2002 Mar-Apr;21(2):78-93. **The case for more active policy attention to health promotion.** McGinnis JM, Williams-Russo P, Knickman JR.



Perhaps 2Tb of Data



Factors Influencing Health



McGinnis et. al. Human Affairs, Vol 22 (2)



The Impossible Job of a Clinician...



Info from Dr Google
Missing Clinical Data

—————>

Soon...a Tsunami
of new data

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1101010001011010101010111110101010101010
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17 New Academic
research papers/day



“Evidence Based
Medicine”
decision
making...??

15
Minutes
to make a
decision



Precise medicine is here today

8th grader

7th grader



Junior Year
600lbs Tire
Flips




Senior Year: Captain of Football Team



Freshmen in College



What's Needed?

A person is shown from the back, holding a tablet computer. The tablet screen displays a list of healthcare needs. To the left of the tablet, a green apple sits on a dark wooden surface. The background is a dark wood-grain wall.

- Actionable & dynamic patient record
- Dynamic patient decision support
- Precise physician decision support
- Real-time case and care management
- Individualized care plans and goals
- Adherence to medication and care plan/pathway
- Near real-time consumer access

Open Platforms | How Big Data is Handled in Other Industries



HIGH
VOLUME
AND
VELOCITY

FLEXIBILITY
AND
SCALABILITY
OF DATA
MODEL

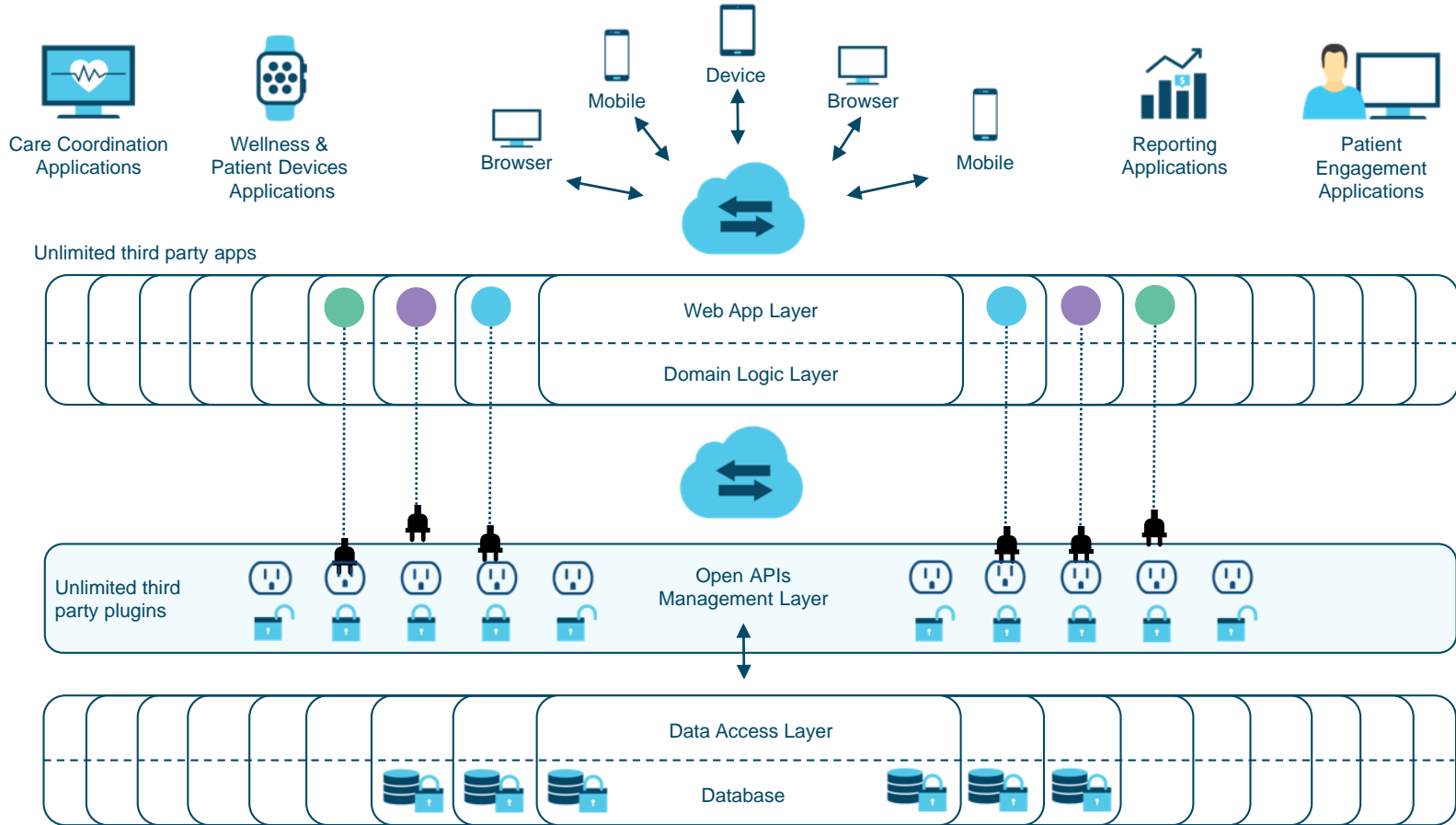
DATA
LIQUIDITY

PRIVACY
AND
SECURITY

They bring In-Memory Computing to NoSQL Cassandra



API Economy | Open APIs for a Secure, Scalable & Distributed Solution





Questions

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