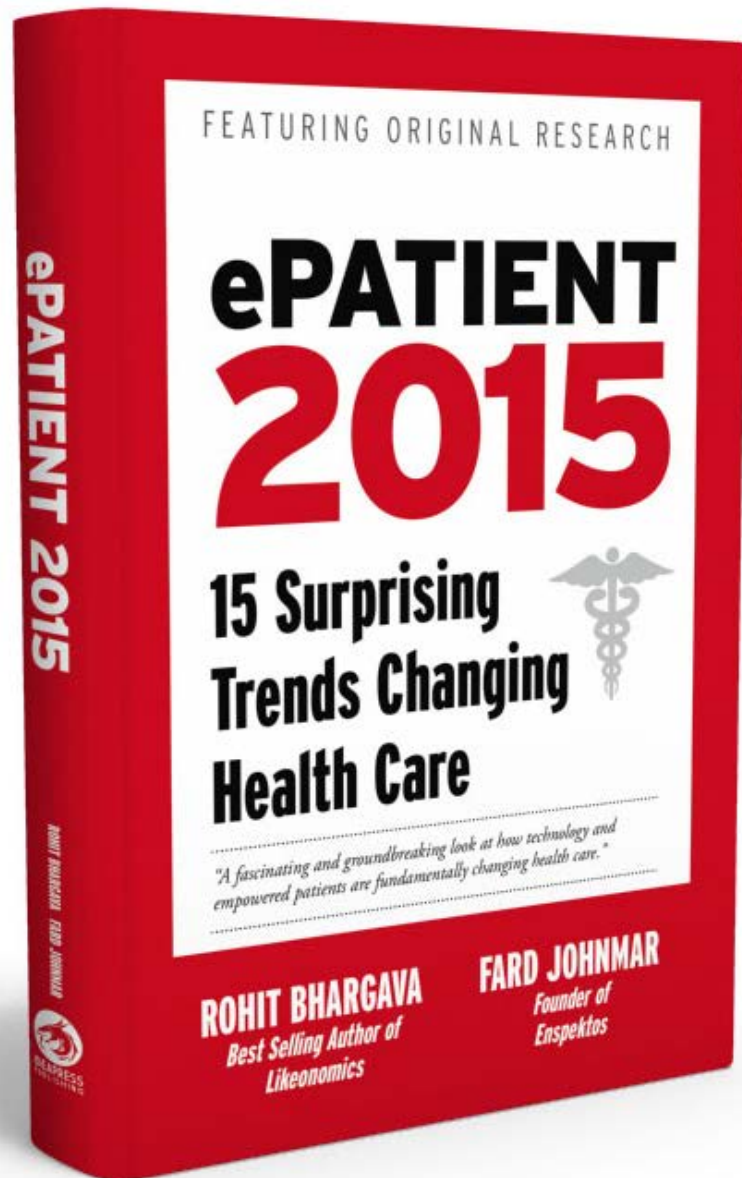




THE VERY SHORT INTRODUCTION TO A BOOK ABOUT THE FUTURE OF HEALTHCARE

PROUDLY PUBLISHED
BY
**IDEAPRESS
PUBLISHING**



How To Read This Presentation:

This presentation was delivered live on stage at the Health 2.0 conference on Oct 1, 2013.

This was the first public presentation of the highly anticipated new book ePatient 2015 from Rohit Bhargava and Fard Johnmar.

Download an excerpt of the book at
www.epatient2015.com



QUALITY, AFFORDABLE
HEALTH CARE
WE **ALL** CAN COUNT ON.

www.healthcareforamerica.org

I'M A
REPUBLICAN
FOR REAL
PUBLIC



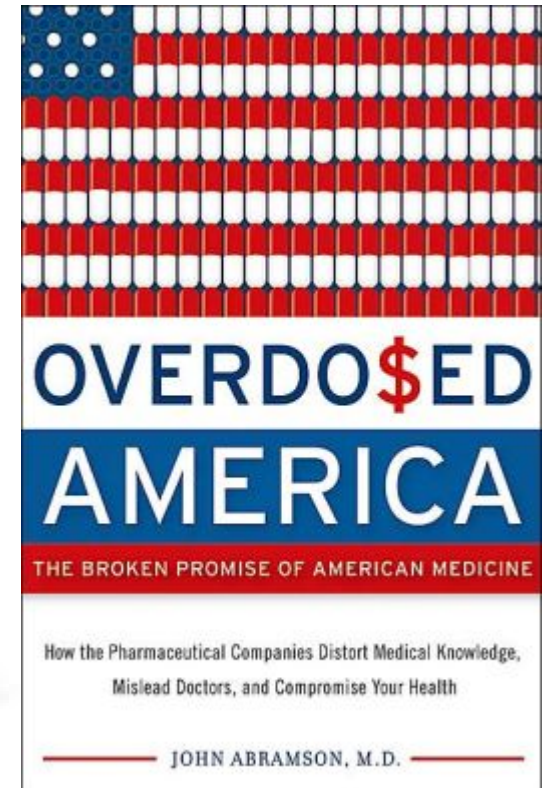
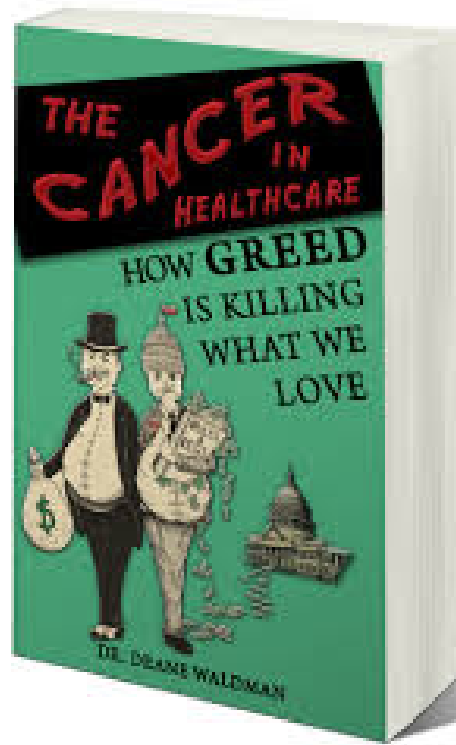
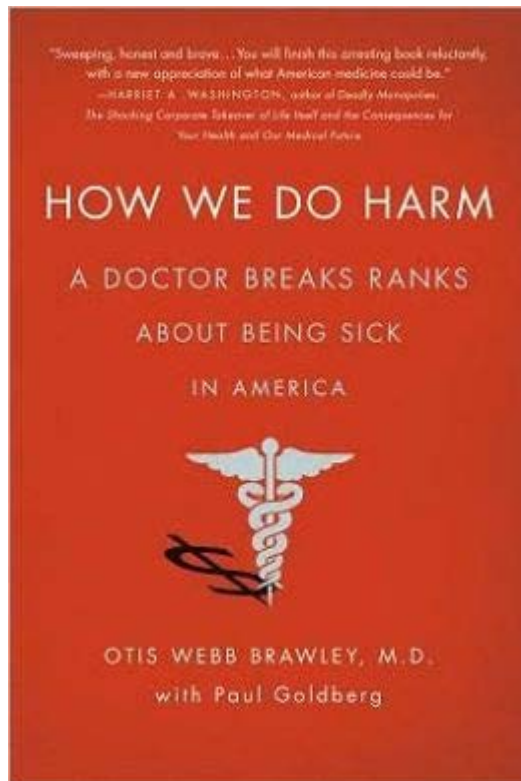
**HANDS OFF
MY HEALTH CARE!**

www.JoinPatientsFirst.com

AMERICAN FOR PROSPERITY

**It might seem like
Healthcare
is a constant battle**

With problems big enough to write books about . . .



PROBLEM #1

Healthcare costs are skyrocketing



PROBLEM #2

Generic Medicine

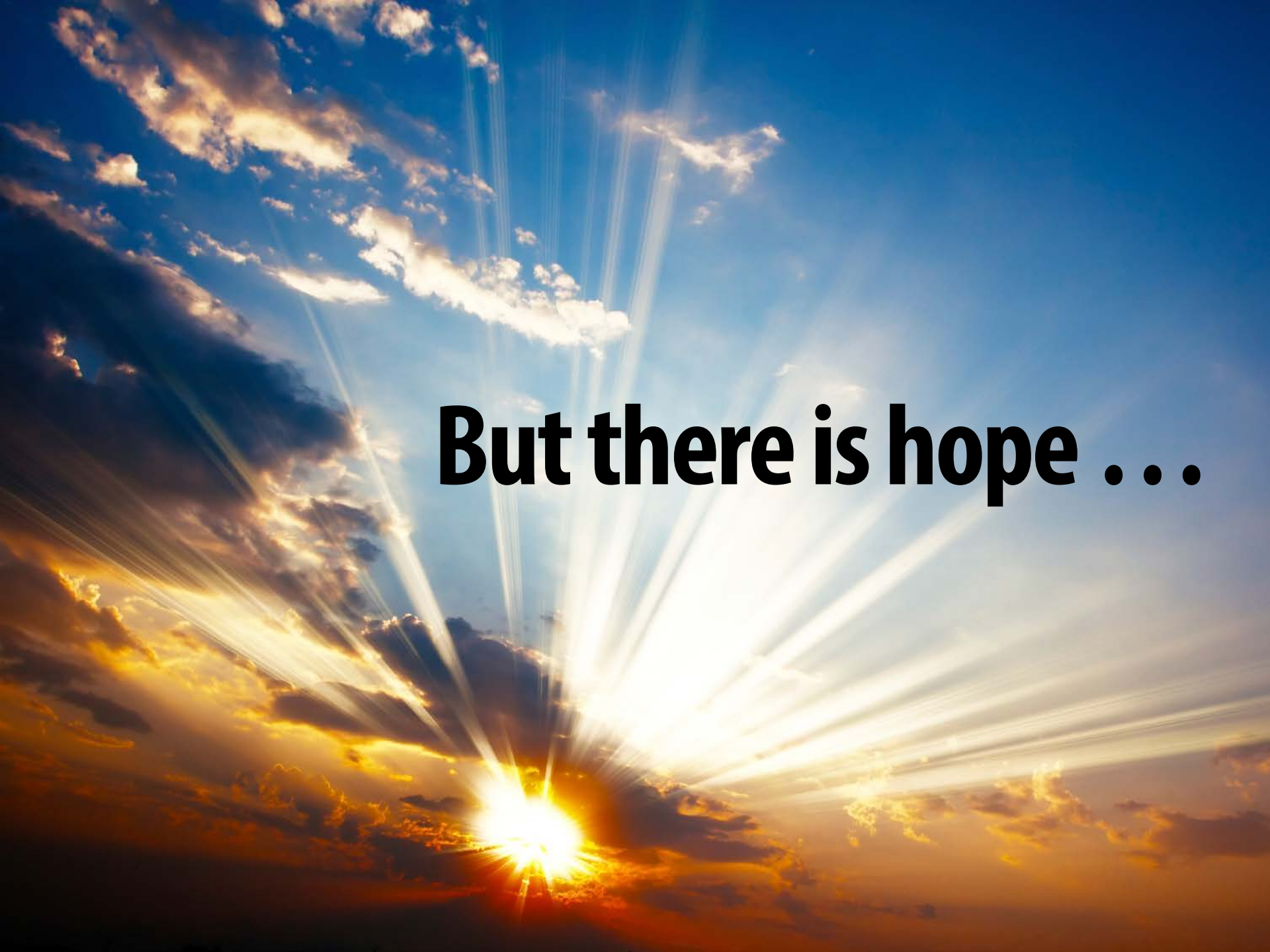


One size does not fit all.

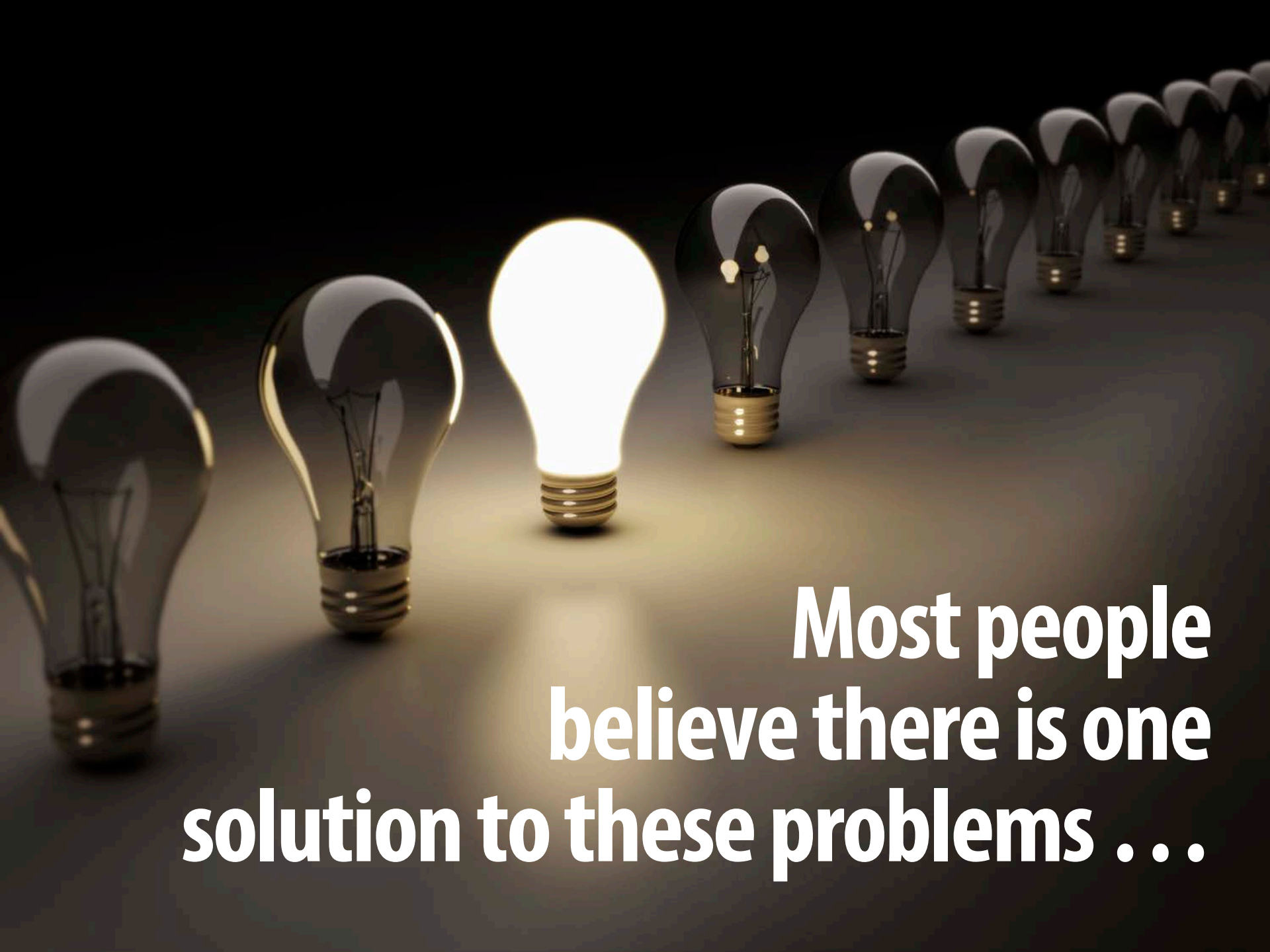
PROBLEM #3

Limited Social Support



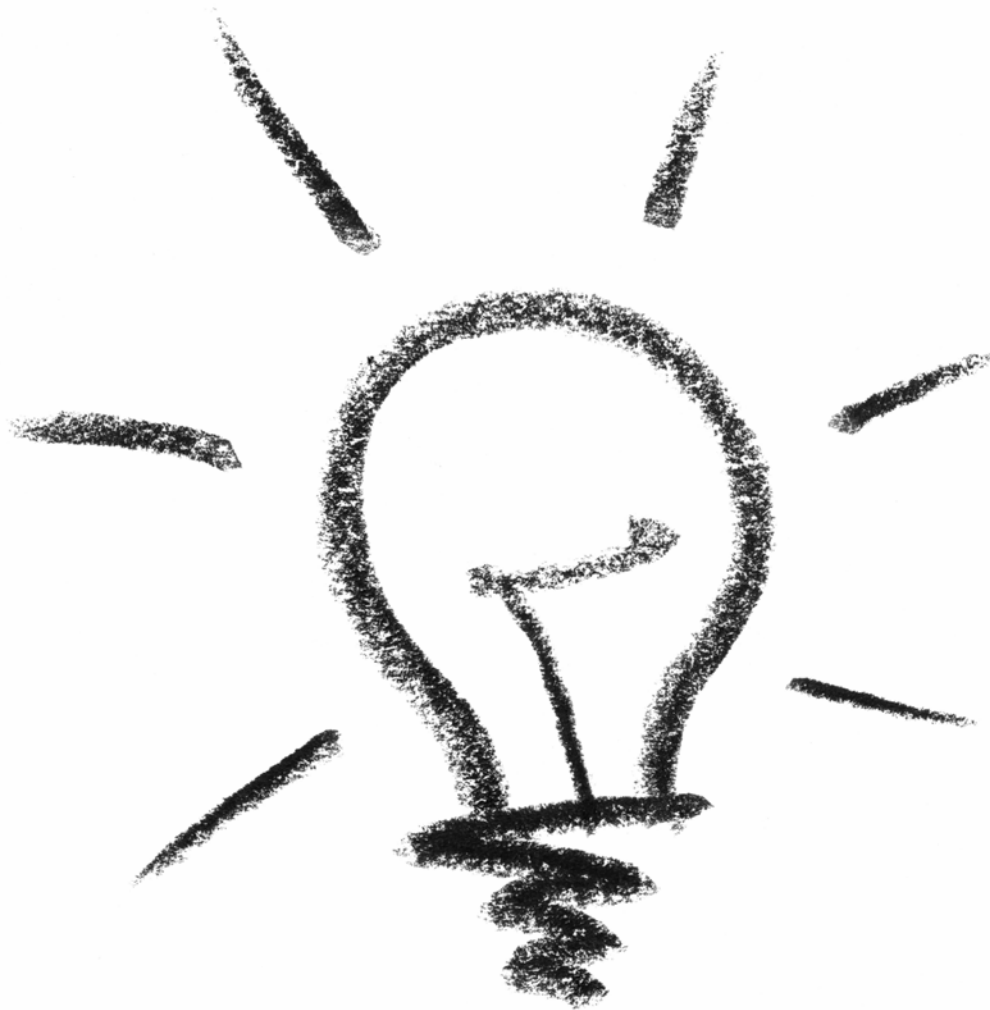
A dramatic sky scene featuring a bright sunburst breaking through a layer of clouds. The sun is positioned in the lower-left quadrant, with numerous rays of light radiating upwards and outwards across the sky. The clouds are illuminated from below, creating a warm, golden glow. The upper portion of the sky is a deep blue, with some wispy white clouds. The overall mood is one of hope and optimism.

But there is hope . . .



**Most people
believe there is one
solution to these problems ...**

More Innovation!





**But it is hard to know what
innovation really matters.**

THE BIG QUESTION:

**What is the future of
healthcare *really* going
to look like?**

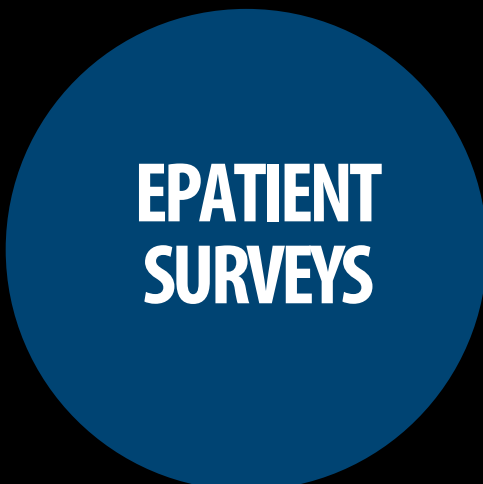
We tackled this question in three ways ...



**ORIGINAL
INTERVIEWS**



**CURATED
RESEARCH**



**EPATIENT
SURVEYS**

(It took almost a full year.)

And we LEARNED it will look something like this:

ePATIENT 2015



A new book from digital health futurist
Fard Johnmar and co-written with
best selling author Rohit Bhargava.

PRE-ORDER AT
www.epatient2015book.com



HEALTH HYPEREFFICIENCY

Innovations in computing technologies are helping to make health and medical care more efficient, safe and effective for all patients. However, some are also asking hard questions about the ethics and privacy of these new tools.

THEME I



EMPATHETIC INTERFACES

Health technologies are becoming more intuitive, empathetic and human-like.



UNHEALTHY SURVEILLANCE

As we collect more health data it is raising many new privacy and security concerns.



PREDICTIVE PSYCHOHISTORY

Big Data and powerful computers are helping us make small and large-scale health predictions.



THE PERSONALIZED HEALTH MOVEMENT

Genetics, behavior, digital tools and more are being used to personalize health treatment. But will the personalization revolution leave some behind?

THEME II



AUGMENTED NUTRITION

Digital tools provide real-time nutritional information and help consumers make better food choices.



THE DEVICE DIVIDE

Financial barriers will prevent the underserved from accessing the latest health innovations.



MULTICULTURAL MISALIGNMENT

Lack of cultural and socioeconomic understanding threatens to blunt the effectiveness of digital health technologies.



CAREHACKING

Caregivers and patients are using digital tools to "hack" the health system while seeking and accessing better care.



DIGITAL PEER-TO-PEER HEALTHCARE

Web, social and mobile technologies are helping patients and caregivers work together to navigate the new health insurance landscape, provide emotional support, select providers and assist in their own care to dramatically improve outcomes.

THEME III



ACCELERATED TRIAL-SOURCING

Patients use social tools to find one other, prep for clinical trials and recruit pharma firms to conduct the research.



VIRTUAL COUNSELING

Social and other digital tech helps patients and caregivers mentor each other and navigate their care.



HEALTHY REAL ESTATE

Health considerations will increasingly drive decisions about where to rent or buy, especially for seniors.



MEDICAL GENEALOGY

Ancestry and genetic data will combine to help us predict disease, drive medication selection and more.



NEURO-INFLUENCE MAPPING

Advances in brain mapping will help improve treatment, especially in mental illness.



NATURAL MEDICINE

New science continues to validate old beliefs about the value (and effectiveness) of natural remedies.



THE OVER- QUANTIFIED SELF

As the volume of health data from wearables, sensors and more increases, consumers will struggle to act on this info.



MICROHEALTH REWARDS

Rewards (and punishments) will be used to persuade consumers to engage in healthy behaviors.

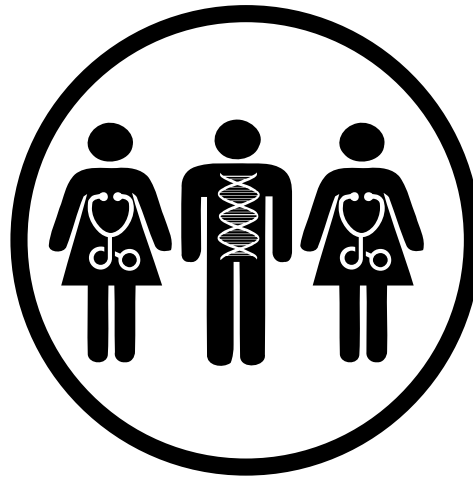
Ok, we know you can't read that.

**Our research uncovered that
the future of healthcare
comes down to 3 big
themes which will
change everything.**

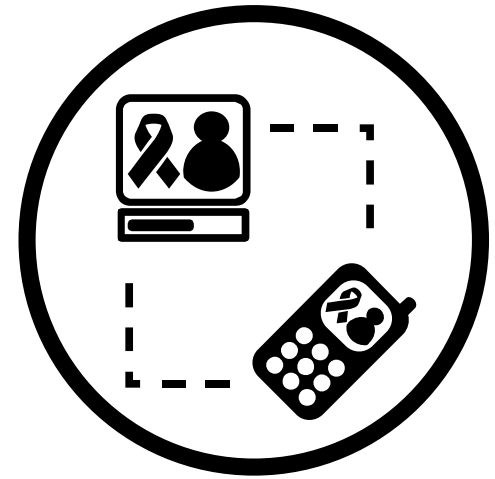
3 Themes Changing Healthcare



**HEALTH
HYPEREFFICIENCY**



**PERSONALIZED
HEALTH MOVEMENT**



**DIGITAL PEER-to-PEER
HEALTHCARE**

**ePATIENT
2015**

**In our new book, we break down
these three themes into
15 surprising trends
that are already
changing the
future of
healthcare.**

FEATURING ORIGINAL RESEARCH

ePATIENT **2015**

**15 Surprising
Trends Changing**



And Who Are We?



Rohit Bhargava

Best Selling Author of Likeonomics | | Adjunct Professor, Georgetown University

@rohitbhargava | www.rohitbhargava.com



Fard Johnmar

Digital Health Futurist | Founder, Enspektos LLC

@fardj | www.enspektos.com

**Both of us have spent our careers studying
health and human behaviour.**

**So, Let's Talk
About The Themes
And Trends!**

ePATIENT 2015

3 T H E M E S



HEALTH HYPEREFFICIENCY

Innovations in computing technologies are helping to make health and medical care more efficient, safe and effective for all patients. However, some are also asking hard questions about the ethics and privacy of these new tools.

THEME I



THE PERSONALIZED HEALTH MOVEMENT

Genetics, behavior, digital tools and more are being used to personalize health treatment. But will the personalization revolution leave some behind?

THEME II



DIGITAL PEER-TO-PEER HEALTHCARE

Web, social and mobile technologies are helping patients and caregivers work together to navigate the new health insurance landscape, provide emotional support, select providers and assist in their own care to dramatically improve outcomes.

THEME III

ePATIENT
2015



Theme I:

Health HyperEfficiency



HEALTH HYPEREFFICIENCY

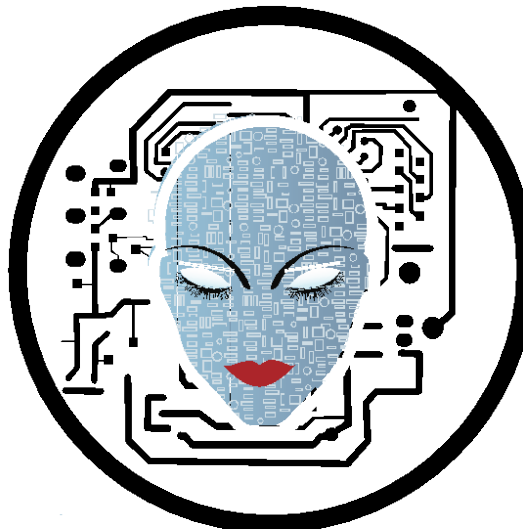
Innovations in computing technologies are helping to make health and medical care more efficient, safe and effective for all patients.

However, some are also asking hard questions about the ethics and privacy of these new tools.

THEME I

TREND #1

**ePATIENT
2015**



Empathetic Interfaces



EMPATHETIC INTERFACES

Health technologies are
becoming more intuitive,
empathetic and human-like.

Customer profile

Founded in 1853, Aetna is one of the nation's largest providers of healthcare benefits, serving over 40 million members in all 50 states. Its network includes more than 5,400 hospitals, more than 597,000 primary care doctors and specialists and more than one million healthcare professionals.

Customer challenge

Aetna is a company of more than 36,000 employees, over 16% of which are in customer services roles. Aetna Navigator®, Aetna's secure member website, was generating a large number of routine questions from members registering or signing-in to the site. Although customers oftentimes experience difficulty with log-in or registration for secure sites due to password recall or other reasons, privacy and HIPAA regulations required Aetna to create a multiple-step authentication process. This was particularly challenging early in the year when many Aetna health plan members start to use their new benefits and visit the website to register for the first time. Those unable to register or having difficulty were picking up the phone for help, incurring call-center costs for Aetna—money that could be better spent delivering health services.

Additionally, Aetna wanted their members to have access to assistance after call center hours, including evenings, weekends and holidays.

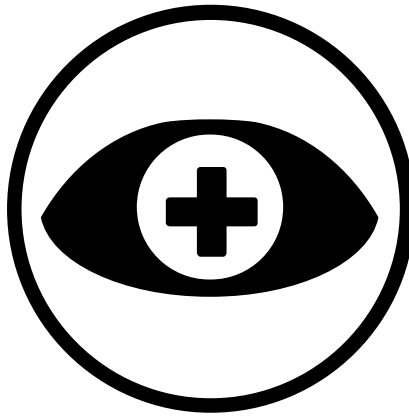
In its mission statement, Aetna states that it is "dedicated to helping people



The image shows a screenshot of the Aetna Virtual Assistant interface. At the top, there is a header with the Aetna logo and a photo of a smiling woman, Ann, with the text "Ask Ann Virtual Assistant". Below this, a question is displayed: "You Asked: Does Aetna provide dental insurance?". The assistant's response follows: "Ann: You cannot sign up for insurance through your Aetna Navigator secure member website. If you would like more information about the products and services we offer, please click this link: [Health Insurance Plans and Services](#)". Underneath, a section titled "Here's More:" lists three links: "[Open Enrollment with Employer](#)", "[COBRA Information](#)", and "[Plan For Your Health](#)". At the bottom right of the response area, there is a "more >>" link. A "Feedback" link is located at the very bottom right of the interface.

TREND #2

**ePATIENT
2015**



Unhealthy Surveillance



UNHEALTHY SURVEILLANCE

As we collect more health data
it is raising many new privacy
and security concerns.



Privacy Rights Clearinghouse Releases Study: Mobile Health and Fitness Apps: What Are the Privacy Risks?

 [Send to Printer](#)

Copyright © 2013
Privacy Rights Clearinghouse
Posted July 15, 2013

Many individuals use mobile apps to monitor their health, learn about specific medical conditions, and help them achieve personal fitness goals. Apps in the “wellness” space include those that support diet and exercise programs; pregnancy trackers; behavioral and mental health coaches; symptom checkers that can link users to local health services; sleep and relaxation aids; and personal disease or chronic condition managers.

After studying 43 popular health and fitness apps (both free and paid) from both a consumer and technical perspective, it is clear that there are considerable privacy risks for users – and that the privacy policies for those apps that have policies do not describe those risks. However, these apps appeal to a wide range of consumers because they can be beneficial, convenient, and are often free to use.

TREND #3

**ePATIENT
2015**



Predictive Psychohistory



PREDICTIVE PSYCHOHISTORY

Big Data and powerful
computers are helping us
make small and large-
scale health predictions.

[ABOUT US](#)

[OUR APPROACH](#)

[SOLUTIONS](#)

[RxANTE LAB](#)

[NEWS & EVENTS](#)

One person will take medications exactly as prescribed. The other person will need help.

With RxAnte, you won't have to guess.

82

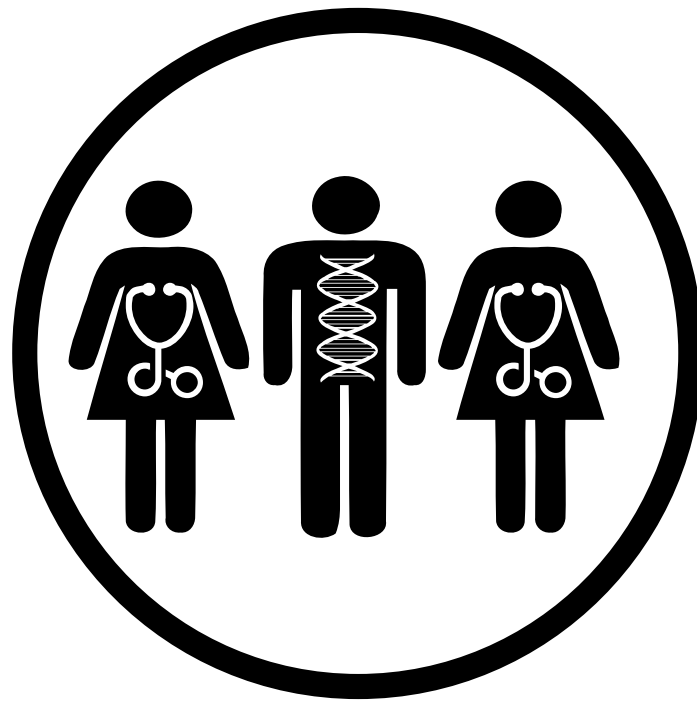
17

RxAnte
Adherence Scores™

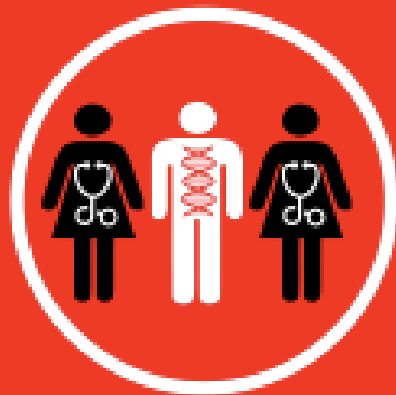
RxEffect™ from RxAnte

RxAnte announces RxEffect, the latest application of our patent-pending predictive analytics to give physician practices and community pharmacies the incentives and tools they need to effectively manage adherence performance of high-priority patients. [Click here to learn more.](#)

ePATIENT
2015



Theme II:
Personalized Healthcare
Movement



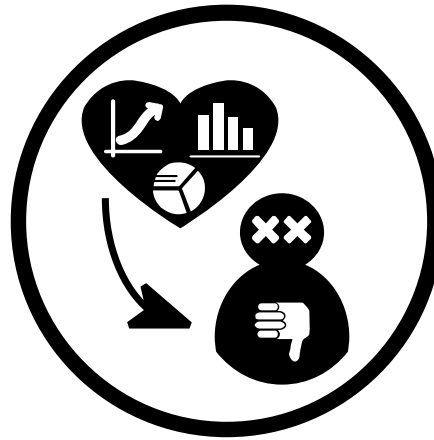
THE PERSONALIZED
HEALTH MOVEMENT

Genetics, behavior, digital tools and more are being used to personalize health treatment. But will the personalization revolution leave some behind?

THEME II

TREND #4

ePATIENT
2015



The Over-Quantified Self



THE OVER- QUANTIFIED SELF

As the volume of
health data from
wearables, sensors
and more
increases,
consumers will
struggle to act on
this info.

The Diabetic's Paradox

Health self-tracking is in vogue. But is it more of a boon or a burden?

THOMAS GOETZ | APR 1 2013, 2:31 PM ET

651

Like

446

Tweet

64

+1

72

Share

More ▾

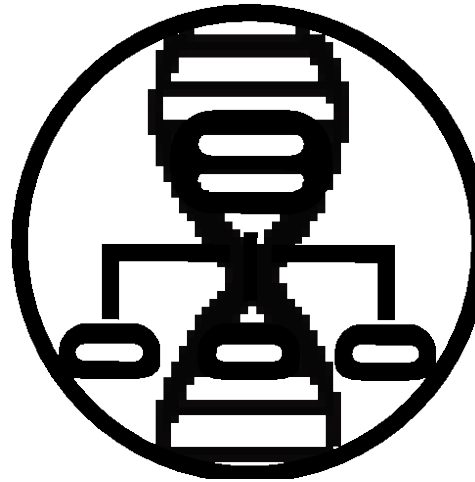


Cathal McNaughton / AP

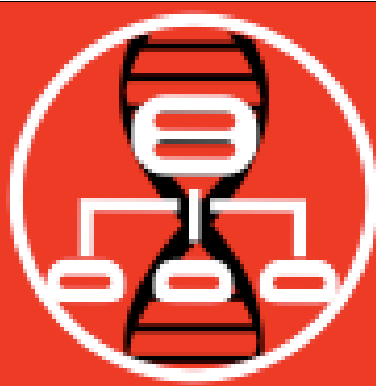
Asking people to monitor their own health and change behaviors according to their own data -- self-tracking -- is the premise behind a deluge of mobile apps, new wearable devices, and patient services. The practice offers lots of hope for a world where so many ills and diseases are the result of human behavior. But

TREND #5

**ePATIENT
2015**



Medical Genealogy



MEDICAL GENEALOGY

Ancestry and
genetic data will
combine to help
us predict disease,
drive medication
selection and
more.



23andMe

The leading health and ancestry DNA service |

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Get to know you. Health and ancestry start here.

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The Mercury News

Stanford's 'molecular autopsies' hope to help grieving families

By Lisa M. Krieger

lkrieger@mercurynews.com

POSTED: 02/07/2011 07:35:47 AM PST | UPDATED: 3 YEARS AGO

When Richie Quake, a vibrant 19-year-old engineering student, was found dead in his bed, his family was devastated. But when a conventional autopsy of the apparently healthy young man offered no answers, his parents were gripped by another medical concern: Could a silent but deadly condition be hiding in other members of the family?

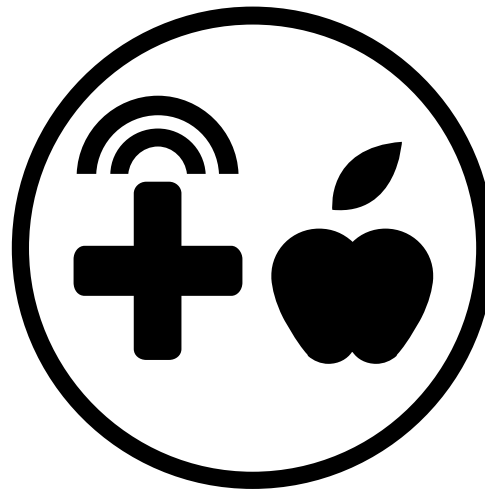
Today, scientists at the Stanford School of Medicine are on a quest to find out, searching samples of Richie's tissue for genetic clues that might explain why the young man's heart suddenly stopped.

The "molecular autopsy" is believed the first time that whole-genome sequencing has been used to seek a cause of death, although the Stanford team has used more focused genetic scans to investigate 17 other sudden unexplained deaths.

Dr. Euan Ashley and his medical research team are scanning Richie's DNA for errors that might cause irregular beating of the heart, invisible during traditional dissection.

TREND #6

**ePATIENT
2015**



Augmented Nutrition



AUGMENTED NUTRITION

Digital tools
provide real-time
nutritional
information and
help consumers
make better
food choices.

Find safe, healthy, green & ethical products based on scientific ratings.

How it Works



Video Introduction



Purchase Analyzer



Your Personal Filter



Transparency Toolbar



Mobile App





Meal Snap™

Tweet

747

Like

1.7k

Magic. Pure Magic.

Meal Snap lets you take pictures of the meal you eat, and then magically tells you what food was in your meal. Oh yeah, we estimate how many calories you ate too. Food tracking has never been easier.

GET THE APP! (\$2.99)

HOW MEAL SNAP WORKS:



Snap a shot of your meal



Add a descriptive caption, if you are so inclined



Let the system auto-magically estimate the calories



Keep track of your meals & progress over time



TREND #7

**ePATIENT
2015**



Healthy Real Estate



HEALTHY REAL ESTATE

Health
considerations will
increasingly drive
decisions about
where to rent or
buy, especially for
seniors.

By **ILYCE GLINK** / **MONEYWATCH** / September 14, 2013, 7:00 AM

Share: [f](#) [t](#) [+](#)

Can your home make you healthier?

1/2/3/4/5/6/7/8/More

< Prev / Next >



A rendition of the living room inside the mansion condo in the building at 66 E. 11th St. in New York City offers natural light. / **DELOS LIVING**



AS FEATURED ON:

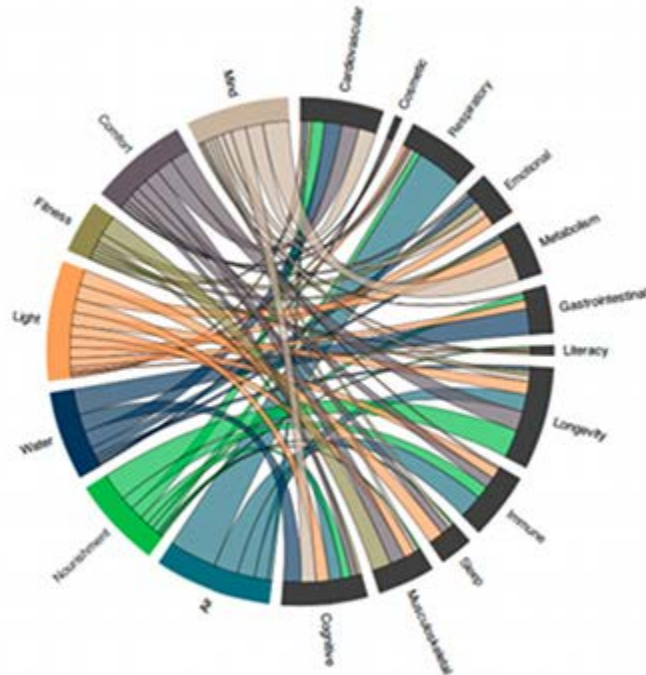
Los Angeles Times



WELLTM

BUILDING

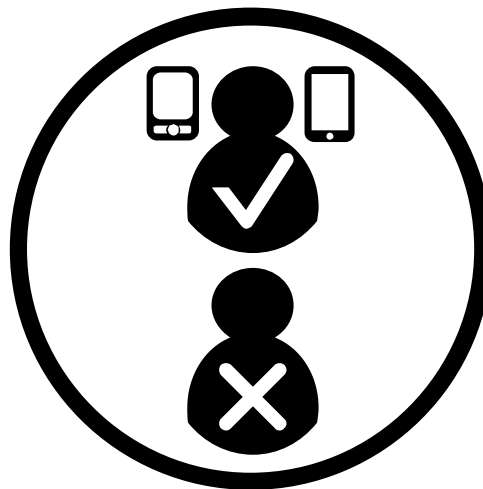
STANDARD



This diagram—a representation of the Delos Real Estate wellness database—shows the complex interactions between human health and the built environment, according to creators of the WELL Building Standard.

TREND #8

**ePATIENT
2015**



The Device Divide



THE DEVICE DIVIDE

Financial barriers
will prevent the
underserved from
accessing the
latest health
innovations.



**NATIONAL
HEALTH IT
COLLABORATIVE**
For the Underserved

*“A Public/Private Partnership
for a Healthier America”*

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[NHIT NEWS](#)

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POLICY

Engaging stakeholders to build effective policy that addresses the needs of underserved populations and communities of color.

NHIT

EDUCATION
& OUTREACH

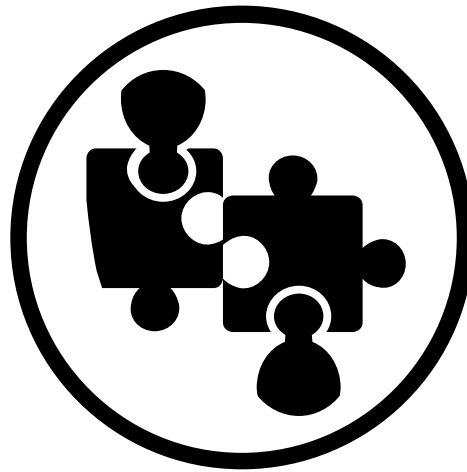
POLICY

WORKFORCE
DEVELOPMENT
& TRAINING

FINANCE &
SUSTAINABILITY

TREND #9

**ePATIENT
2015**



Multicultural Misalignment



MULTICULTURAL MISALIGNMENT

Lack of cultural
and socioeconomic
understanding
threatens to blunt
the effectiveness
of digital health
technologies.





ZERO **DIVIDE**

COMMUNITY / TECHNOLOGY / OPPORTUNITY

SEARCH



CONTACT

APPROACH

CLIENTS

LEARNING

ABOUT

DONATE



explore our approach to projects



TREND #10

ePATIENT
2015



Natural Medicine



NATURAL MEDICINE

New science
continues to
validate old beliefs
about the value
(and effectiveness)
of natural
remedies.



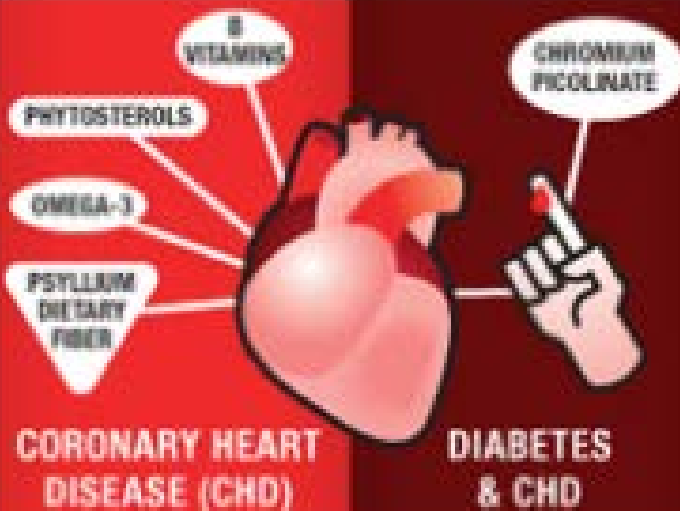
HEALTH CARE COST SAVINGS

Dietary Supplements for Smart Prevention

A new economic report shows that taking specific dietary supplements can provide significant individual and societal healthcare savings, by reducing the number of hospitalizations and other costly medical events associated with chronic diseases. The report looked at eight dietary supplement regimens and four conditions in a targeted population of U.S. adults 65+ who have the specific conditions or are at high risk for the disease.

Supplements as interventions

Taking any of these eight dietary supplements at preventive intake levels¹ has been shown to reduce the occurrence of medical events related to these four diseases in high risk populations.



Event rate

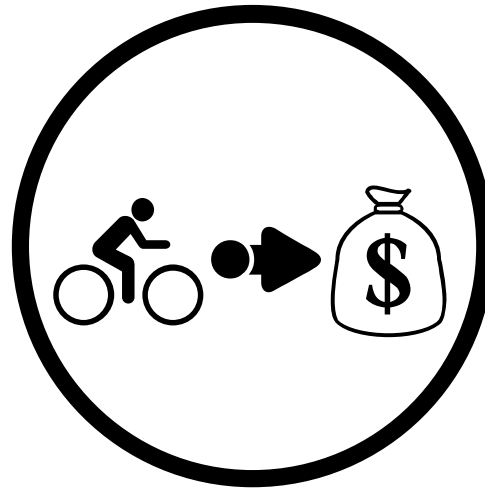
% of targeted population that will experience a medical event per year

Source: Centers for Disease Control and Prevention

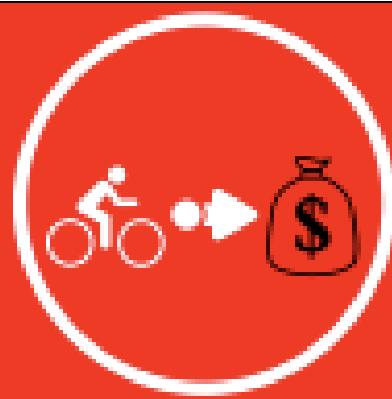


TREND #11

**ePATIENT
2015**



MicroHealth Rewards



MICROHEALTH REWARDS

Rewards (and
punishments) will
be used to
persuade
consumers to
engage in healthy
behaviors.



The smartest way to set and achieve your goals

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[Sign Up Now!](#)

I commit to

featured

create your own

(Select your Goal)

start
Now!

Be on time, study hard, lose weight, no more debt,
more time with family, better sleep schedule, eat better,
go back to the gym, help others, go jogging,
learn something new...

1 Select your
goal



2 Set the
stakes
money is optional



3 Get a
referee



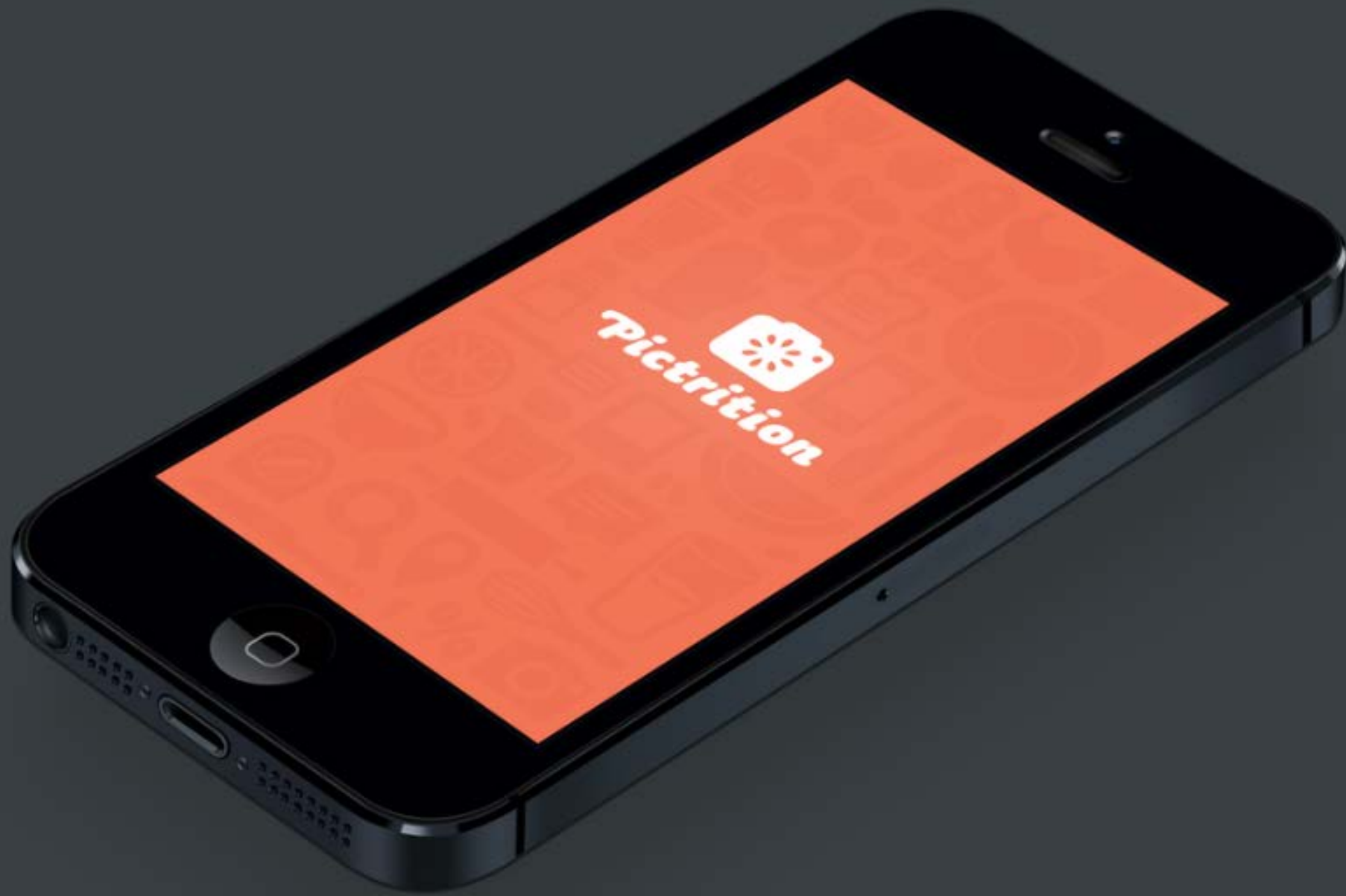
4 Add friends for
support



Who's stickKing?

In the news

The numbers



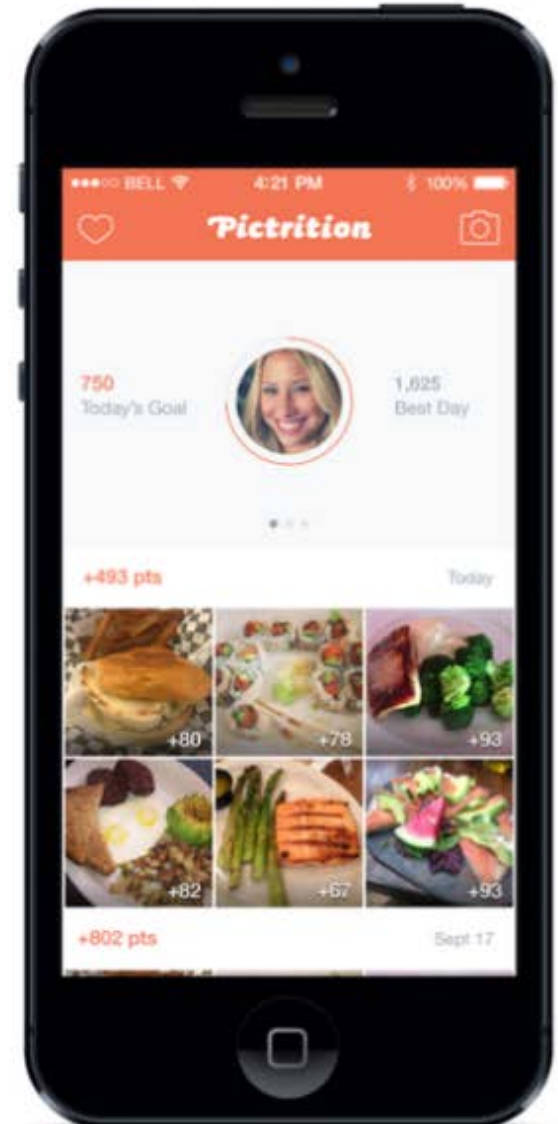
TAKE A PICTURE



COMMUNITY RATED

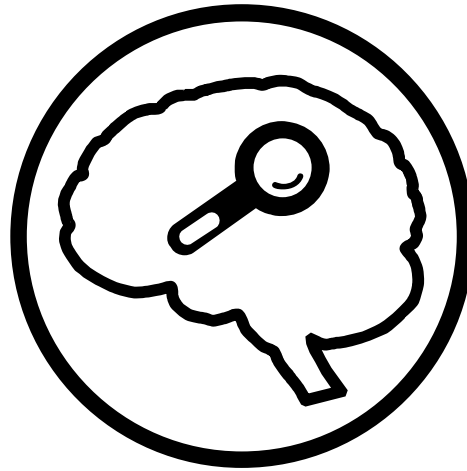


EARN POINTS



TREND #12

**ePATIENT
2015**



Neuro-Influence Mapping



NEURO-INFLUENCE MAPPING

Advances in brain
mapping will
help improve
treatment,
especially in
mental illness.

**COLLECTION**

The e-Medicine Explosion

5 COMMENTS



Brain Implants Can Reset Misfiring Circuits

Pacemaker-like treatment calms an overactive circuit in the brains of OCD patients.

By Susan Young on February 25, 2013

A study that combined electrical stimulation of the brain with advanced imaging has shown how correcting misfiring neural circuits can lessen the symptoms of a common psychiatric disorder.

[View from 1](#)



25 MILLION PEOPLE INFLUENCED TO DATE

IN OVER 30 COUNTRIES

PersuasionAPI personalizes your marketing language to the specific persuasion preferences of your individual customers, making each customer experience a relevant one and a opportunity. **All that while building Persuasion Profiles.**

Now available
by invitation
only

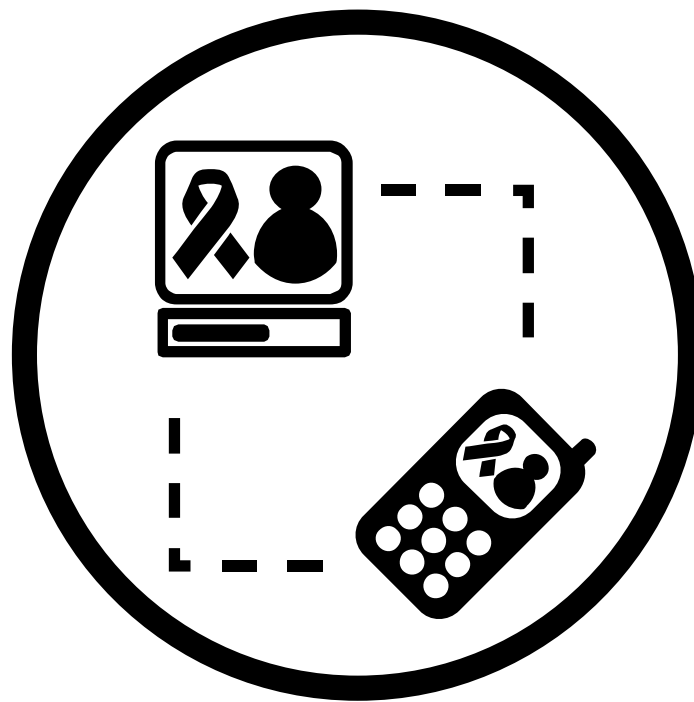


REQUEST AN INVITE

PersuasionAPI is now accepting enterprise clients on an invite-only basis.



Like to know the people behind the scenes?
See our PhD Maurits Kaptein talk on
persuasion profiles.



Theme III:
***Digital Peer-to-Peer
Healthcare***



DIGITAL PEER-TO-PEER HEALTHCARE

Web, social and mobile technologies are helping patients and caregivers work together to navigate the new health insurance landscape, provide emotional support, select providers and assist in their own care to dramatically improve outcomes.

THEME III

TREND #13

**ePATIENT
2015**



CareHacking



CAREHACKING

Caregivers and patients are using digital tools to "hack" the health system while seeking and accessing better care.



watch the video 

Crowdfunding for Everyone!

Our online fundraising websites make it easy to collect donations.



Create Your Site



Share with Friends



Collect Donations

Help Amy with Medical Bills



Raised: \$5,000

Goal: \$10,000



Created by
Margie Grecco

The good news is that Amy is 100% but, as you can imagine this accident is going to be very expensive. Why not help our friend Amy with a 'Welcome Home' fund?

<http://gofundme.com/148221>

148221 148221 148221 148221

 **DONATE!**

TRY IT FREE

get setup in 60 seconds or less

We're in the News!



Forbes



The New York Times

Bloomberg Businessweek

TIME

Q Name, Title or ZIP Code...

SEARCH

 Most Popular

 Near Me

 Live Feed

 Funded by Friends

\$8,705

\$537

\$7,211

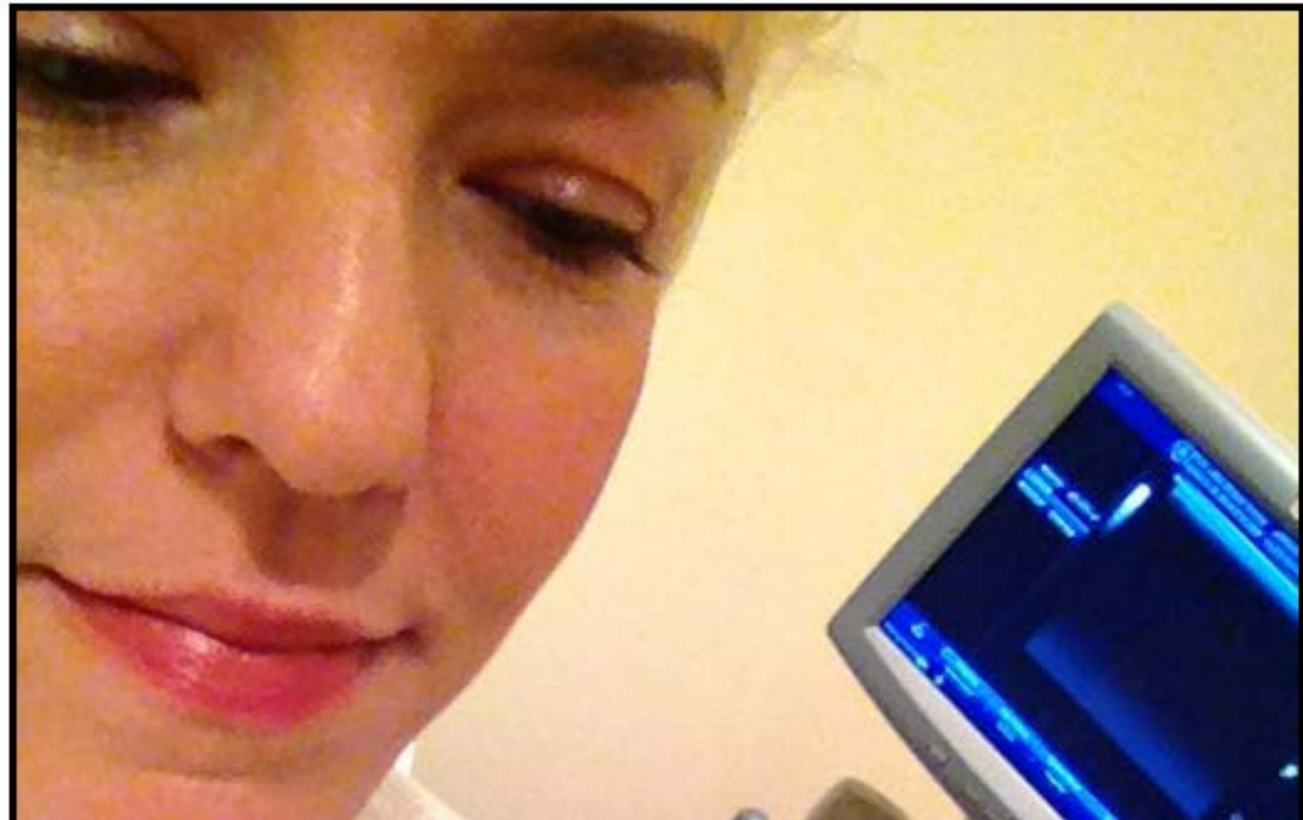


The diagnosis

Xeni Jardin at 6:00 am Fri, Dec 9, 2011

Tweet

946



"Gimme My Damn Data"

Medicine 2.0
September 18, 2009



Name _____

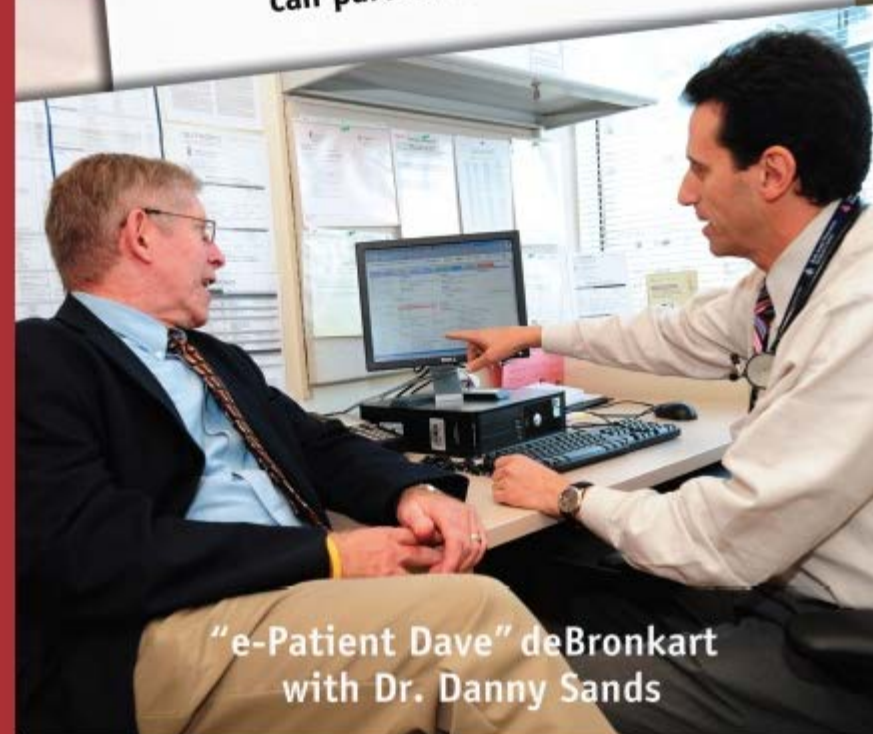
Date _____

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Let Patients Help!

A "patient engagement" handbook –
how doctors, nurses, patients and caregivers
can partner for better care



"e-Patient Dave" deBronkart
with Dr. Danny Sands

INTRODUCTION BY ERIC J. TOPOL, M.D.

TREND #14

**ePATIENT
2015**



Accelerated Trial-Sourcing



ACCELERATED TRIAL-SOURCING

Patients use social tools to find one other, prep for clinical trials and recruit pharma firms to conduct the research.





Search site



the world's first drug development company based on open innovation

crowdsourcing

develop drugs through collaborative input and discussion

join the network

- 1
- 2
- 3



Pioglitazone in Parkinson's Disease

We've begun accepting input for a study in Parkinson's disease. Be one of the first to contribute.

[get involved »](#)



faq

advisors

pilot researchers

for patients

about us

researcher login



design

Leverage new, specialized tools to quickly design and field measures.



test

Access a network of real patients to rapidly test new measures and get feedback on your instrument development.



share

Be among the first to browse and contribute to the world's only open library of patient-reported instruments and health measurements.

Apply now to become a pilot researcher >

Not ready to commit? Stay informed. Sign up for ORE news!

Enter your email address



I'm a patient



Get email updates

53%
DIABETES

12%
MIGRAINES

Want to find clinical trials for you? Enter some information below to see clinical trials available for you. [Take a quick tour](#)

 **I have**

 **I am**

 **My Age**

 **My Location**



Show map

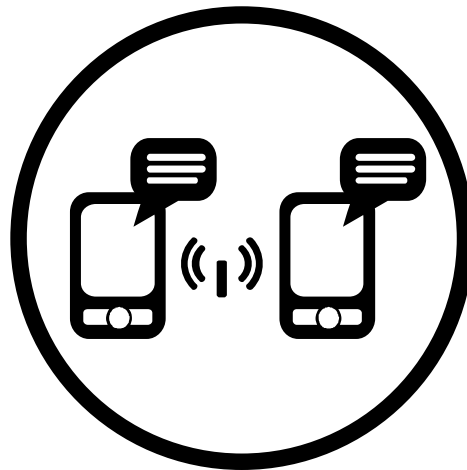
Showing 1 - 30 of 37,698 Clinical Trials

Prev 1 2 3 4 5 ... 1256 1257 Next

Description	Condition(s)	Distance	Phase 	Intervention type
An Evaluation of Dupilumab in Patients With Moderate to Severe Uncontrolled Asthma More information	Asthma		2	☐ Drug: dupilumab SAR231893 (REGN668) Drug: placebo
Proof of Concept Study of Gevokizumab in the Treatment of Pyoderma Gangrenosum More information	Pyoderma Gangrenosum		2	☐ Drug: gevokizumab
Safety and Efficacy Study of Gevokizumab to Treat Non-infectious Uveitis Controlled With Systemic Treatment More information	Uveitis		3	☐ Drug: Placebo Drug: Dose 1 gevokizumab Drug: Dose 2

TREND #15

**ePATIENT
2015**



Virtual Counseling



VIRTUAL COUNSELING

Social and other digital tech
helps patients and caregivers
mentor each other and
navigate their care.





Katherine Stone

10 Things to Know about Psychotherapy Treatment for PPD

By Kate Kripke September 26, 2013 1 Comment

Share

 Tweet 24

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 Email



Every time a mom in distress calls me to schedule a new therapy appointment, I am reminded of the courage that this takes. Society just doesn't set us up for the reality of needing this type of

Six Things

6 Things You Should Avoid If You Have Postpartum Depression Or a Related Illness

6 Things That Affect How Long It Takes to Recover from PPD

The 6 Stages of Postpartum Depression

6 Surprising Symptoms of Postpartum Depression & Anxiety

The 6 Rights of Every PPD Mom

 BlogHer Publishing Network

sponsored by

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Conquer lateness now!





six until me.™

Diabetes doesn't define me, but it helps explain me.

[About Kerri.](#) [Archives.](#) [Contact.](#) [Diabetes Blogroll.](#) [Disclosures.](#) [Speaking.](#) [Videos.](#) [Why "Six Until Me."](#)

Why "Six Until Me."



The first symptoms of diabetes presented themselves when I was six years old. Six years until diabetes. The title of this blog is best explained by a post I wrote in November of 2005, titled "[She Still Smiles](#)," written from the perspective of my diabetes.

'It was six years, until me.

I didn't know her before my arrival, but from what I hear, she was a good kid. Running all over the place. Devouring every book she could find. This kid even read in the shower when she was that small. Bloated, damp books strewn about the bathroom. She tortured her sister relentlessly. She tried to play the games her older brother taught her.

She smiled a lot. And laughed out loud.



A Short Note About The Research:

In this presentation we shared several examples of trends. These are only a snapshot as many more are featured in the book.

The book also includes original research from digihealth pulse.



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ePATIENT 2015

15 Surprising
Trends Changing
Healthcare



"A fascinating and groundbreaking look at the future of one of the most important topics of our time."

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THANK YOU!

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