

executive summary

Vision

Improve U.S. healthcare through patient control of medical images.

Mission

MedCommons will be the first non-profit organization to develop and distribute FDA cleared, Open-Source, medical web services applications for individuals and physicians.

Opportunity

Medical imaging is now an integral and growing part of modern health care. Currently, there is often no way for patients to access their digital medical images (CT, MR, etc.) without a lot of bureaucratic red tape. Not being in control of their medical images results in patients experiencing unnecessary difficulty when dealing with complex medical situations and difficulty in getting objective information about their treatment options. Patient control of medical images, through effortless portability across institutional boundaries, will eliminate these difficulties and enable emerging computational medicine web services. This will offer the patient the possibility of separating diagnosis from treatment decisions, along with enhancing the role of the primary care practitioner as patient advisor, for treatment that is more fully aligned with the patient's best interests and wishes.

Market Strategy

The first product MedCommons will develop and freely distribute is **Digital You™**.

Digital You™ software provides portability across institutional boundaries for all digital medical images. With it a patient can:

- Access their digital medical images (CT, MR, etc.)
- View their digital medical images with their primary care practitioner.
- Send medical images over the Internet to a physician or medical web service.
- Copy images on CD or DVD.
- Donate an anonymous version of their medical images for research

MedCommons will charge doctors a yearly subscription fee for providing registration of the software, in regulatory compliance with the FDA and for support.

Business Strategy

MedCommons medical software will be Open-Source and FDA cleared. This is a unique combination which promotes rapid adoption and professional confidence. MedCommons will be the first organization to develop FDA protocols for Open-Source medical applications in the emerging computational medicine services market for web services providers to patients and physicians.

Organization Strategy

Non-profit. Sponsored by imaging, storage and other hardware manufacturers and philanthropic foundations. On going operations will additionally be supported by software subscription revenue collected for registration services and support.

Financials

MedCommons is seeking \$2 million in sponsor funding to launch organization and fund for the first year. After the first year, software subscription revenues from doctors and other professionals will fund MedCommons.