



# Individual Health Data on Blockchain

#12: Helen - Jincheng - Joseph - Jaime  
Blockathon 2019



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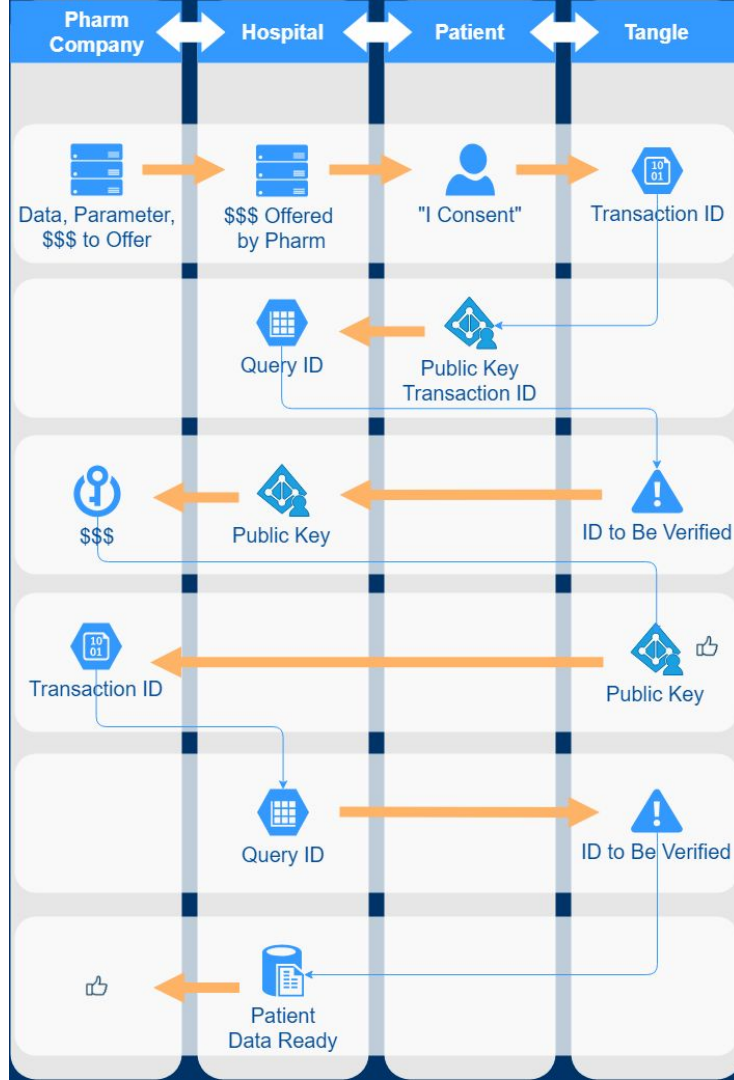
Biotech Entrepreneur, Team Builder,  
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# The Problem

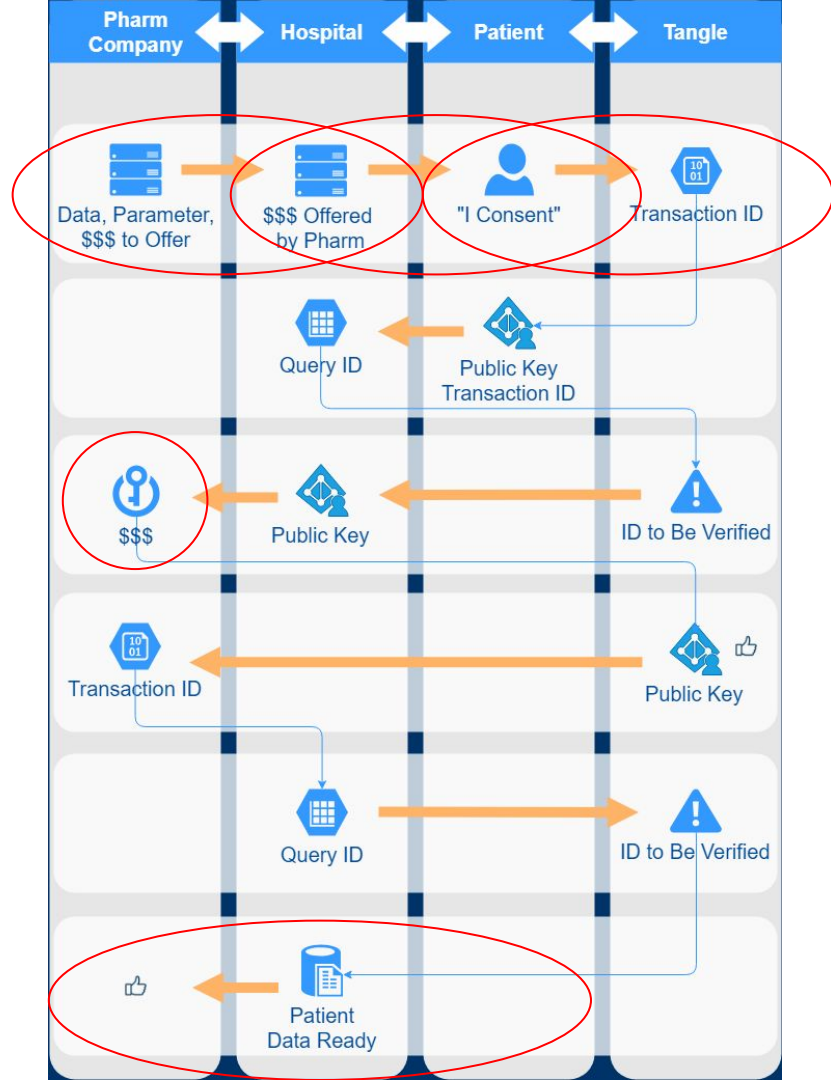
- Pharma companies: We need data! Clinical trials are costly!
  - GSK spent \$300,000,000 to get access to 23andMe data
  - IMS Health is a billion dollar business that logs healthcare data and sells it to pharmaceuticals for marketing and analysis
- Data owner (you): I should be paid for sharing my data!
  - The 23andMe sale and similar activities have sparked a negative backlash

# The Cure via IOTA

- Let individuals sell their own data directly on the blockchain chain
- Dramatically decreased overhead costs



# Prototyping











# In Summary

- Closely collaborate with hospitals
  - Quality control 
  - Flexibility 
- Our ecosystem benefits everyone involved
  - Consumers
  - Reviewers
  - Data suppliers
  - Data purchasers
- Extra expertise in health science informations
- Extra security with the most advanced blockchain technology IOTA
  - Streaming Data Payment Protocol (SDPP)



# Acknowledgement

- Special thanks to
  - Lewis Freiberg, who helped us build the IOTA workflow
  - Zhun Shen, who helped us go over the workflow
  - Eric Chung, who helped us smooth out the thinking and code
  - Gowri Ramachandran, who taught us the concept of SDPP
- All organizers and mentors from 2018 Hackathon USC!