

Technical Briefing Companion for the Execute Summary submitted 9/8/16 by:



**WebShield Inc.**



Distributed AuthN & AuthZ; cloud-based policy engine

Privacy Preserving Identity Matching; Unified Trust Model

Trusted provider of digital identities

Patient-centric interop of health documents / data

Health data access, HIE & Interoperability platform

**Notes:**

The same infrastructure can be used for many use cases including medication adherence, clinical trials recruitment, population reporting and fraud reduction, but to simplify, this will only cover healthcare data movement and storage for personalized care management.

# Health records are **fragmented and scattered** across enterprise IT siloes



...each of which relies upon identity information that is inconsistent, incomplete, and changing – and often erroneous.

**Absent a way to agree upon and verify identity, it is impossible to reliably:**

- recognize the consumer online across devices and apps.
- search for and find a consumer's records across organizations and devices.
- prove authorization to access or use a consumer's records.

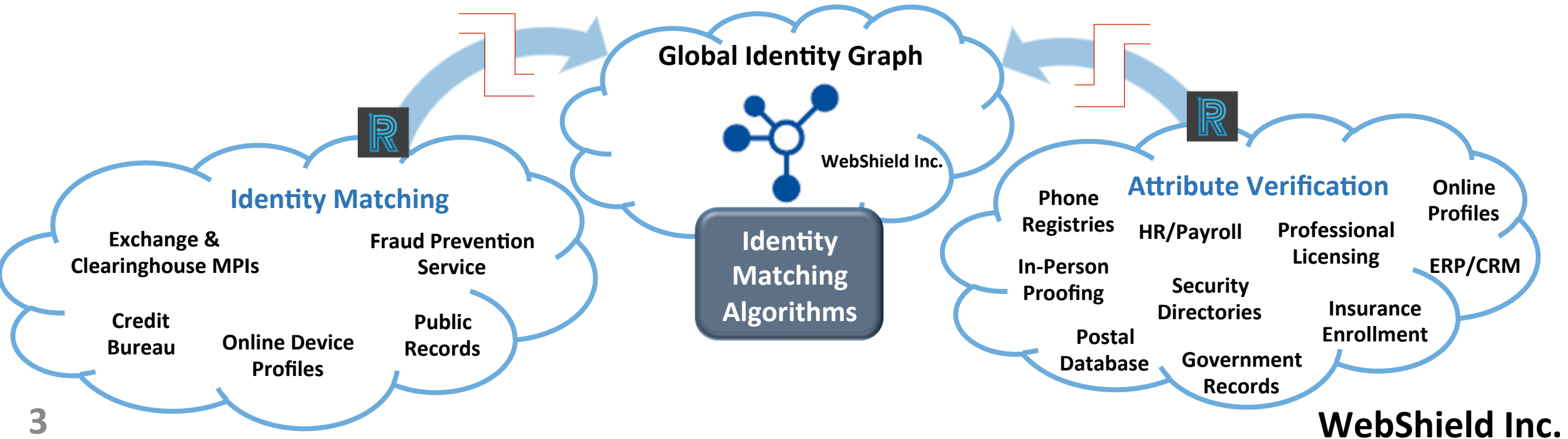
**Without a mutually trusted way** for disparate organizations and systems to agree whether they are talking about the **same person** (either for online users or patient records), there is no way for a person to **enforce their legal right to access and share their own health records**.

This is the **biggest barrier** to data sharing and consumer empowerment in healthcare.

**Identity Catch-22** All the data necessary to **strongly verify the identity and accurately match** records of everyone in the country exists, and is held by organizations desperate to do so.

However, identity data itself is highly privacy sensitive, proprietary, and regulated. **Only the consumer can authorize the use of data about themselves from all sources.**

Without access to these diverse sources, the **consumer can't prove their identity** to the organizations that hold data about them, and therefore can't authorize the use of their data by matching algorithms that can verify their identity and match their records. **Catch-22.**



# Breakthrough Innovation allows frictionless pooling and analysis of regulated & proprietary data

## Privacy Network (WebShield)

- “Neutral Zone” where policies of consumer and each original source of data are simultaneously enforced.
- All data is encrypted and anonymized at source.
- Supports arbitrary data pooling and computation without revealing any information to anyone.
- No one has “keys” to breach privacy or security.
- Allows consumers to prove their identity and attributes without revealing the data used to do so.

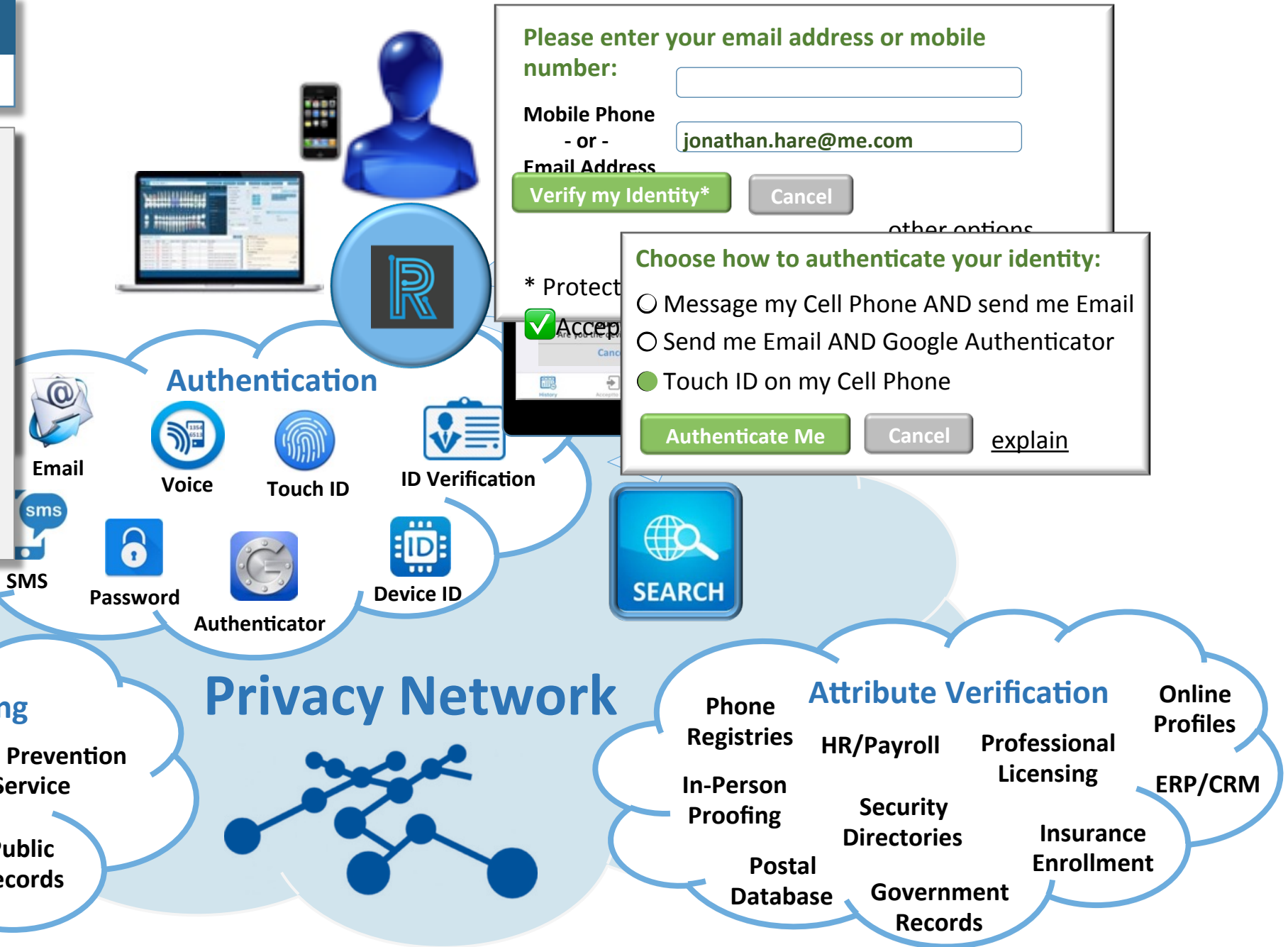
## Unified Trust Model

- Attribute level enforcement of diverse trust criteria (regulatory compliance, commercial terms, etc.)
- Cloud-based enforcement by neutral authorities.
- Trust criteria automatically inherited by any aggregates, analytic outputs or user responses.
- Allows data with disparate regulatory requirements (HIPAA, GLBA, IRS 6103, EU Data Protection, etc.) and commercial terms to be pooled and analyzed.



# Privacy Preserving Trusted Identities

- Frictionless and Free
- Unprecedented Privacy
- Unmatched Accuracy
- Unlimited Scale
- Built-in Compliance
- Neutral Governance
- Open Architecture



Signature Programs - National x

www.hispanichealth.org/signature-programs.html

National Alliance for Hispanic Health  
CFC Number 11504

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Great! **Buena Salud® Club** will send digitally signed HIPAA patient record requests to the organizations that hold your health records, directing each of them to send you encrypted copies of your records. ([explain](#))

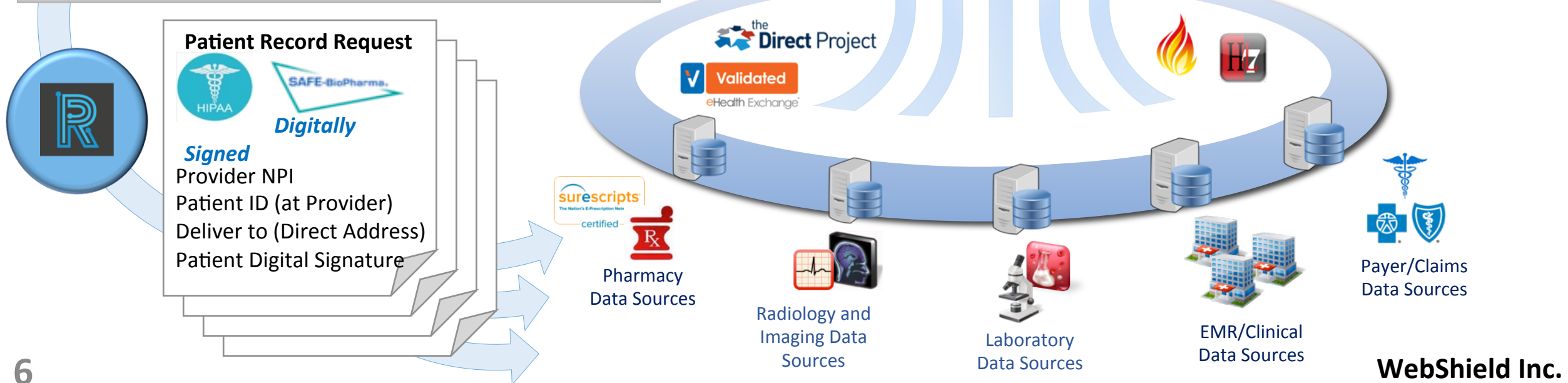
Select a **personal cloud storage service** to receive encrypted records:

☒ Buena Salud® ☐ HealthVault ☐ Box.com ☐ Other

[Create Account & Request Records](#) [Cancel](#)

[Explain how my privacy is protected](#)

- **Patient-controlled (no longer covered by HIPAA)**
- **Comprehensive Longitudinal Records**
  - claims, labs, clinical, genomic, proteomic, etc.
  - device, self-reported, demographic, etc.
  - linked and reconciled through time, across disparate sources
- **Available on-demand for any use authorized by Consumer**





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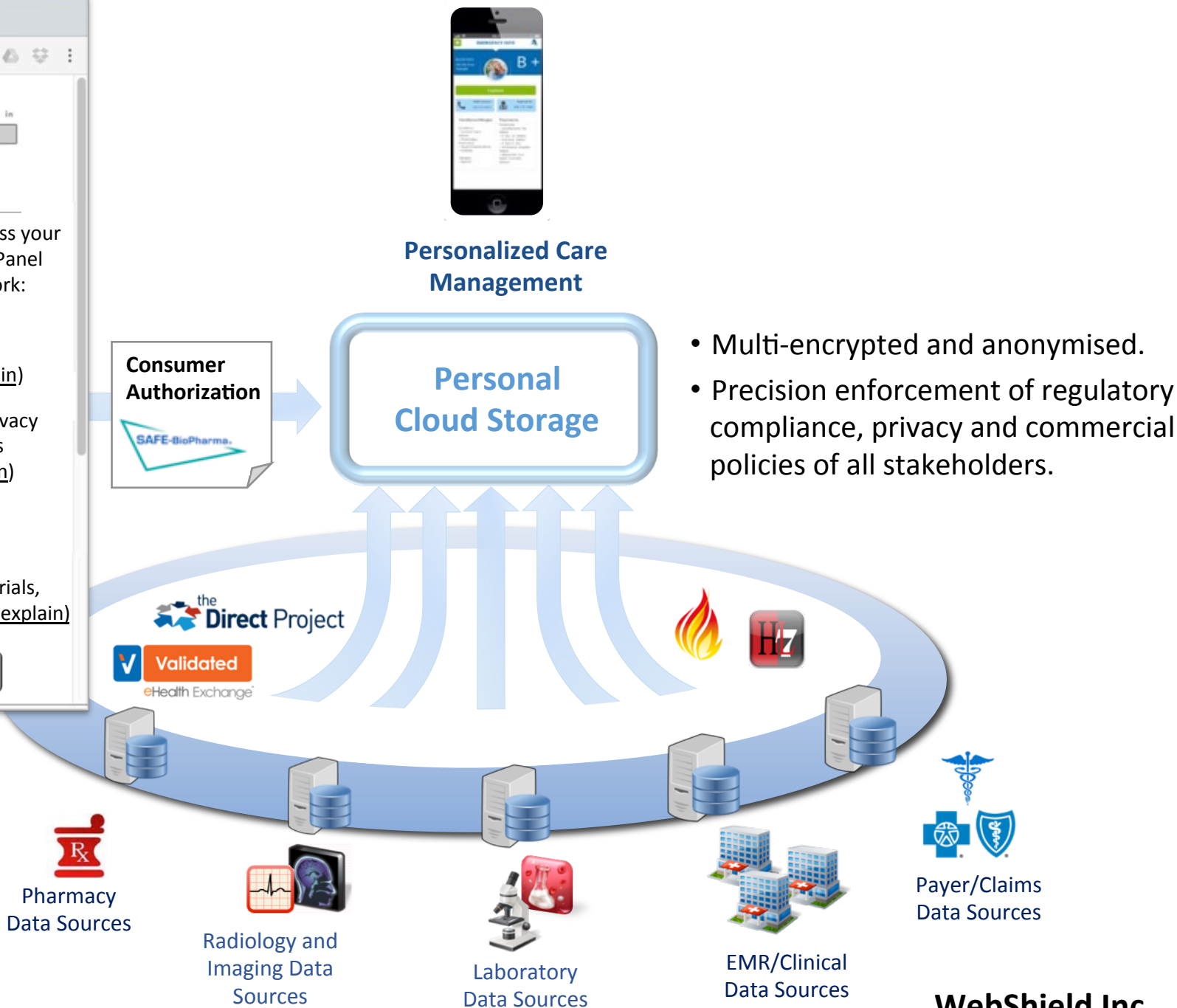
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**Buena Salud® Club** puts you in control of which online services can access your health information. The **National Alliance For Hispanic Health's** Expert Panel recommends these personalized services powered by the Privacy Network:

- ✓ **Personal Health Concierge** helps you find the best healthcare providers and services, makes sure they are covered by your health plan, and allows them to securely use your health information. ([explain](#))
- ✓ **Patient Safety Watch** sends de-identified health information to a privacy preserving analytics service to detect potential health risks, and gives you and your clinicians personalized alerts and health advice. ([explain](#))
- ✓ **Paperwork Assistant** automates routine paperwork, and finds discounts, benefits and free services you are eligible for. ([explain](#))
- ✓ **My Clinical Researcher** provides personalized health education materials, and tells you about clinical research studies that you are eligible for. ([explain](#))

[Activate these services](#) [Not now](#) [Never](#)



eP<sup>3</sup> Network is a consortia of non-profits, commercial vendors and individuals dedicated to empowering people with the ability to access and authorize the use of their information, while rigorously protecting their privacy. This is a parallel effort to be unveiled at the **Health 2.0 conference on September 27th**.

eP<sup>3</sup>'s non-profit and vendor partners have agreed to support the HEART Challenge with in-kind resources, and to drive adoption by their members, partners and customer ecosystems.

## Non-Profit and Trust Governance Launch Partners

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Digital Signatures and Identity Credentials

National Association for Trusted Exchange – Consumer Mediated Health Information



Community Services, Outreach, Healthcare Research and Advocacy (affiliates reach 15 million Hispanics in US.)



Cardiovascular Clinical Research and Education



Clinical Research and Advocacy



The Internet Keep Safe Coalition – Children's Online Safety and Privacy Certifications



# SAFE's Trust and Identity Ecosystem

## SAFE-BioPharma Digital Signatures and Identity Credentials:

- Compliant with EU/EMA requirements for digital signatures - recognized by FDA, DEA and EMA
- Includes governance framework for global legal enforceability, risk mitigation, non-repudiability, instantly auditable
- Meets US Department of Commerce and EU Privacy Shield requirements for personal data protection

### Members



### Partners



# InterSystems' Data Interoperability Ecosystem



#1 Rated EMR  
Independent HIE Platform



#1 Rated Global  
Electronic Medical Record

## IDNs and Payers



## Regional, State, National HIE



## Software



## US Federal and International



InterSystems  
**technology**  
manages

**67%**  
of patient records  
in the USA

InterSystems  
**EMR**  
manages

**100m+**  
patient records  
**world-wide**

InterSystems  
**HEALTHSHARE™**

Composite Health Record

Consent Management

Terminology Management

eHealth Exchange Gateway

Clinical Message Delivery

Audit Services (ATNA)

