LIGHTHOUSE

powered by American Diabetes Association®

Consumer Health Data Aggregator Challenge

ASSERTION #1

Most people don't really want their HEALTH data

They want to be able to do something with the data

ASSERTION #2

Consumers won't pay for general health apps

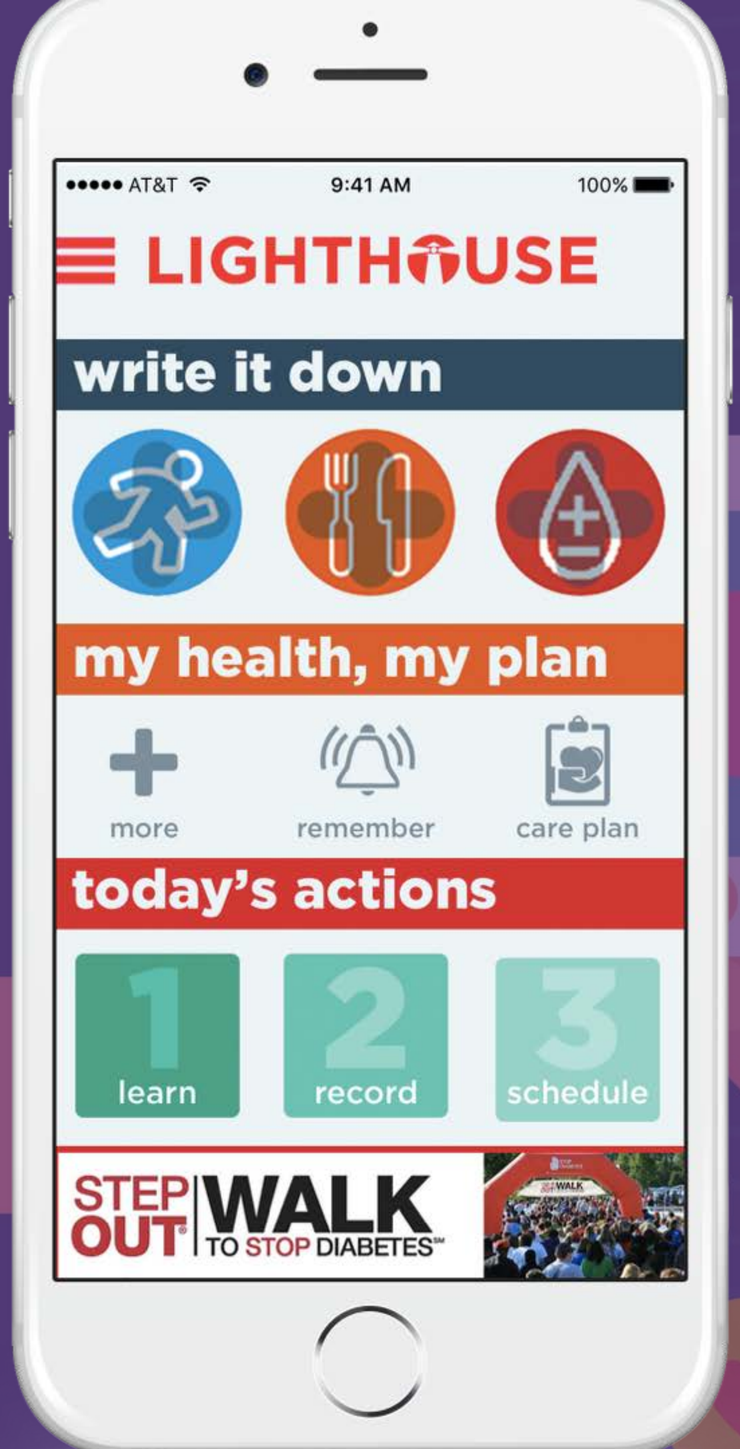
There are close to zero* revenue-driven health app success stories

* There have been some wellness successes, many are either extensions of wearables (e.g., Nike Fuel), general weight loss, enthusiast/niche (e.g., Strava), or did not achieve profitability and were purchased (e.g., myfitnesspal)

ASSERTION #3

Lack of data is not the barrier to health choices

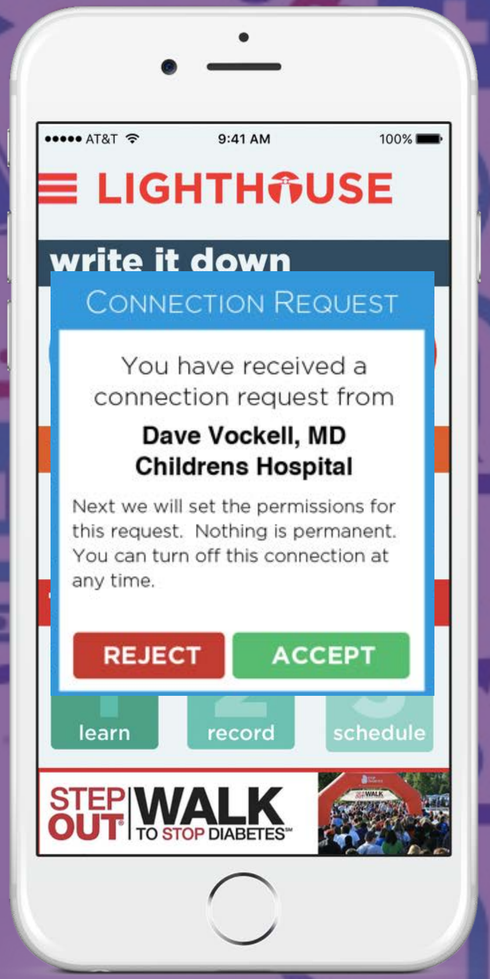
Many Americans, when they get out of the shower and look in the mirror, have 100% of the information they need to know they are not making healthy choices



LIGHTHOUSE helps consumers collect **HEALTH** and **WELLNESS** data in the context of **ACTION**, and share it with their care teams in the format that matches who they are sharing it with

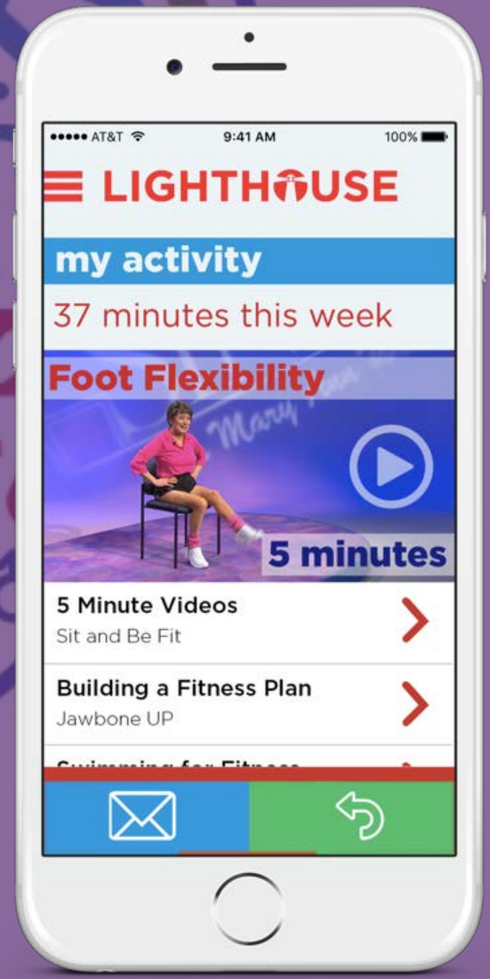
DATA SOURCES

HealthKit plus major wearables either through direct API or API aggregator



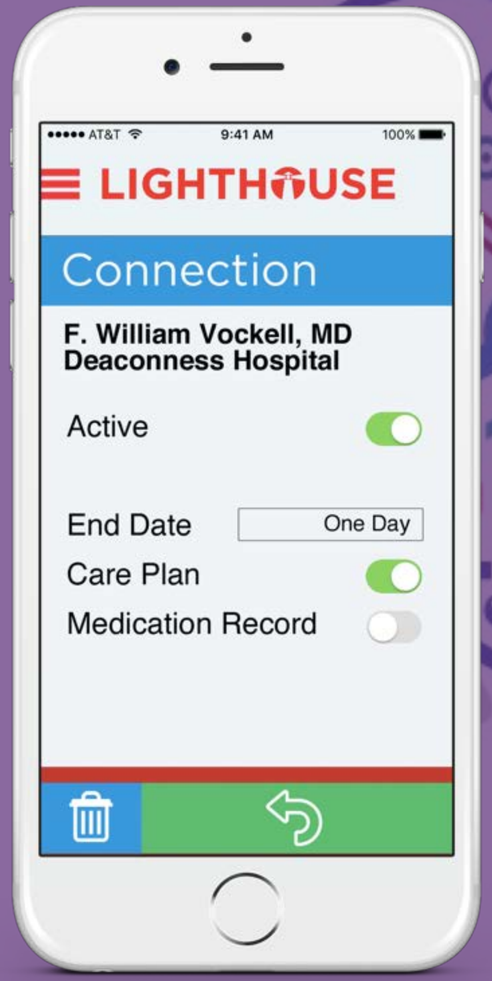
Users have “disposable” DIRECT addresses for BlueButton download

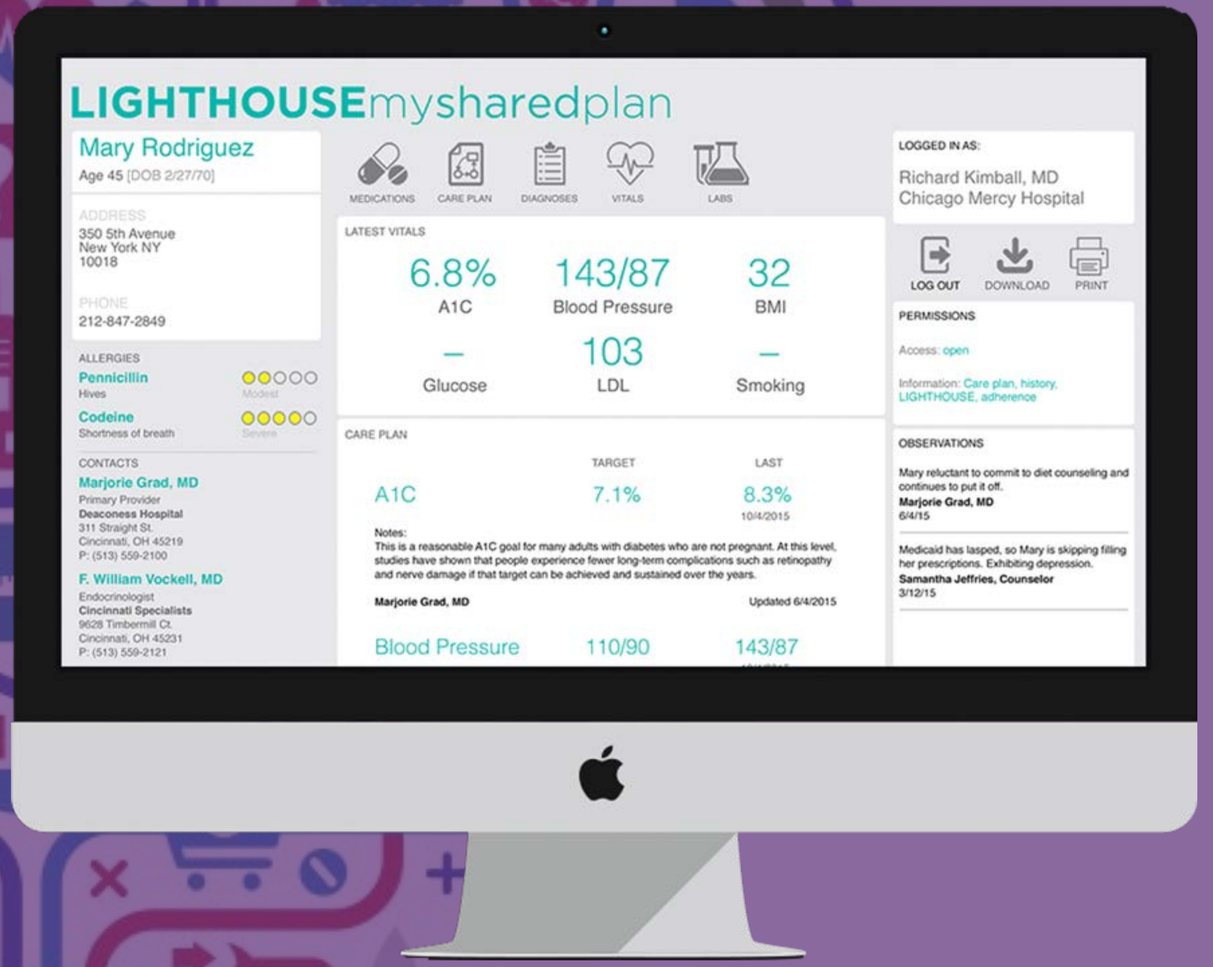
Manual entry with basic error checking and reminder tools



“Active” entry — do a 5 minute exercise video and app logs the time

DATA SOURCES 2



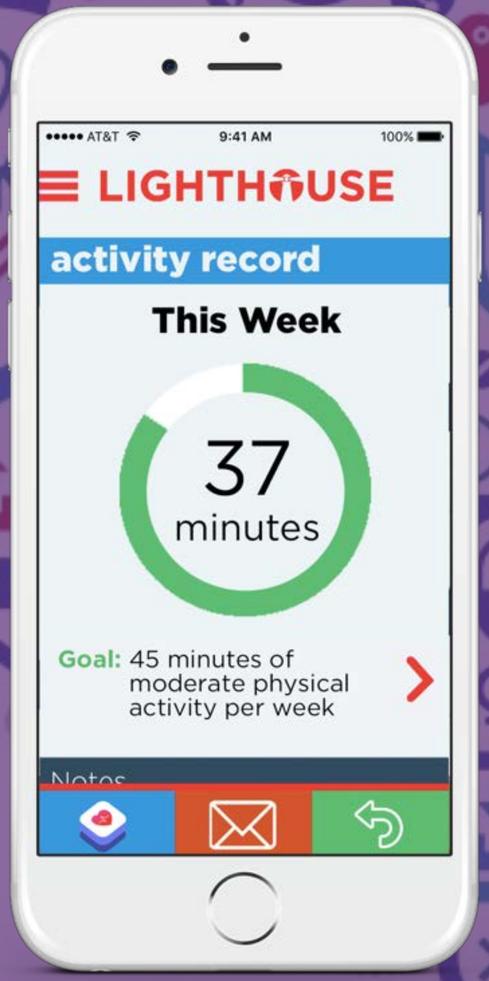


If your doctor is running our EMR-side software, you can establish a managed connection

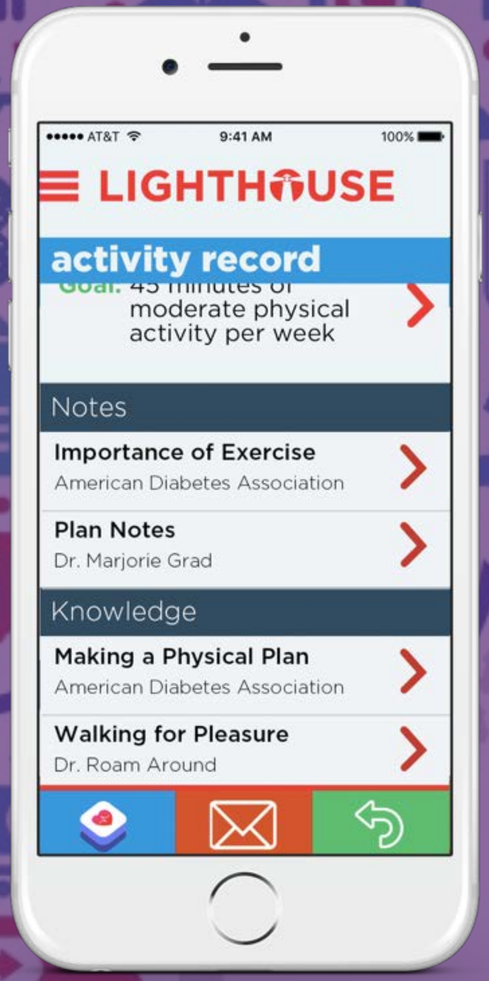
This connection will give you full access to your organized health record across all source

A patient can give secure, online access to anyone in their care team — with limits on sections, time, read/write and then sync that data with the phone and primary care EMR

DATA IN CONTEXT



Manual and “connected’ data is combined and tracked against goals

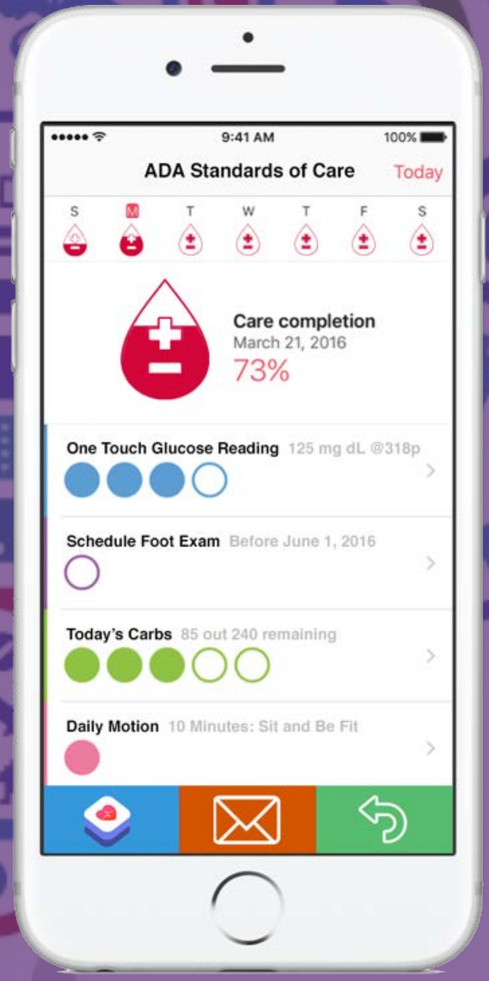


Results are paired with content and notes to reinforce the value of the activities

DATA IN CONTEXT 2

If your doctor is running our EMR software, you can sync your CARE PLAN, or you can build your own

LIGHTHOUSE is going to be the first full implementation of the new Apple CareKit protocol, and we have begun to share our data structure and parser with other health services

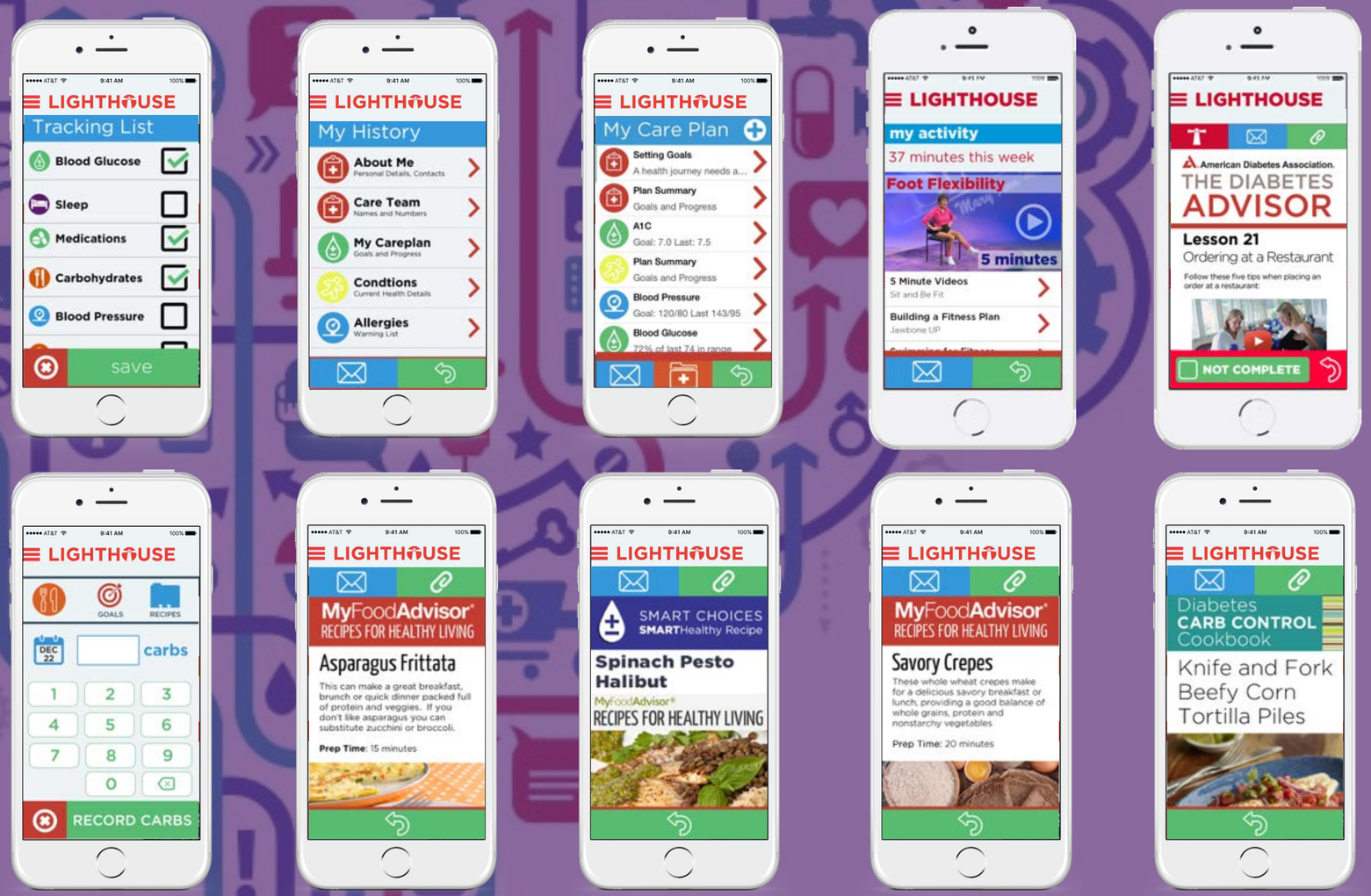


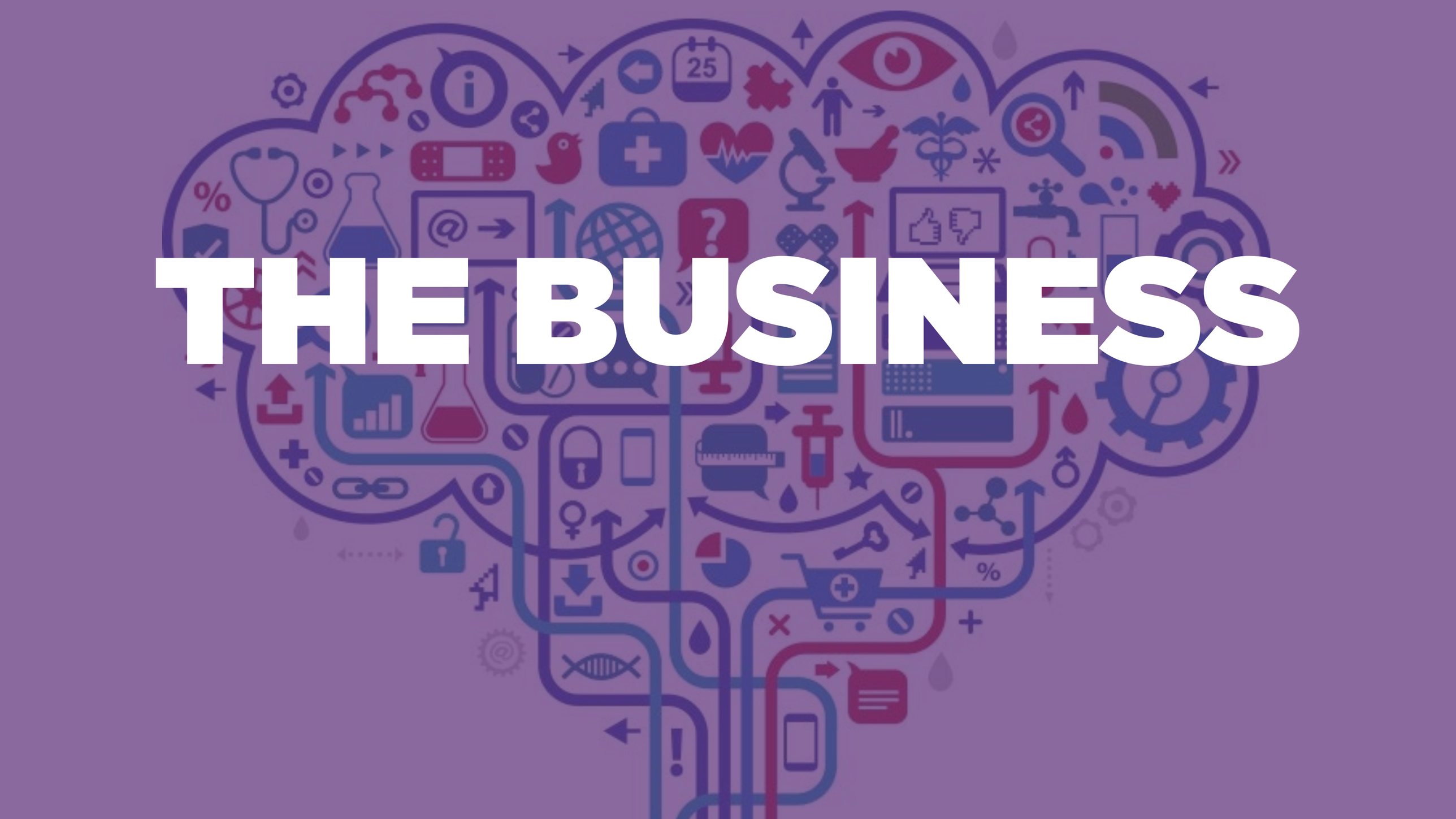
Results are paired with content and notes to reinforce the value of the activities

LIGHTHOUSE

PRODUCT THEORY: people will aggregate and **USE** their health data if it is in the context of a health story/ journey

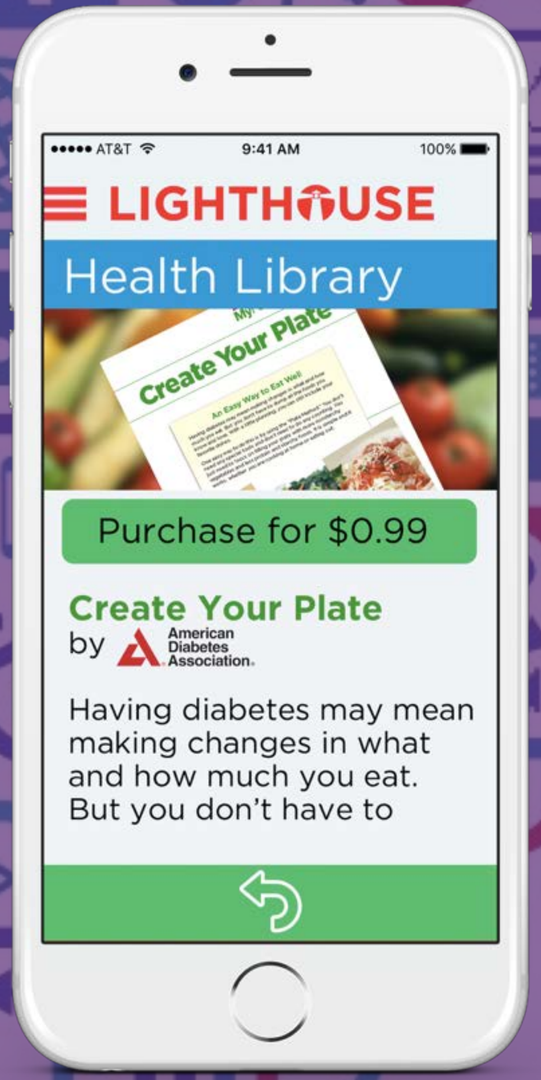
PRODUCT IN ACTION: we have struck deals with a series of medically reviewed content partners (the ADA is our big anchor partner) that we present in the form of a health program — consumers collect data against it, then interpret the results against the program




THE BUSINESS

We don’t the business answer…

- As we asserted earlier, there is no great role model for consumer facing health apps
- We know that advertising ruins trust (and creates a terrible user experiecne)
- We have struck reseller content deals and will try in-app content sales
- We are in early discussion with a payer interested in changing patient behavior and a retailer with a significant clinic presence
- We may also offer coordinated care services (~20/month)



But we have some wiggle room

The LIGHTHOUSE app also has a paid version we sell as a supplement to a provider facing Medicare program

EMR CONNECTIONS

LIGHTHOUSE is a DIRECT/BB+ trust point, so it can RECEIVE data from any EMR with the ability to SEND a CCDA or FHIR version of a health record

LIGHTHOUSE also has a web- and tablet-based software that enables LIVE EMR data updates and syncing with patient data for a handful of EMRs

Allscripts™

CareCloud

athenahealth

drchrono

PRIVACY/SECURITY

- We offer/require Business Associate agreements to all of our provider partners
- Allscripts integration required a significant security review, and we have met all the requirements ranging from persistent AES256 encryption (unique key per user generated in accordance to NIST 800-133) to well-articulated breaking glass audit trails
- Each quarter we update our HIPAA compliance assessment against 45 CFR § 164.300
- We hold de-identified versions of patient health records from the EMR and patient generated data from sources ranging from HealthKit to wearable APIs to manual entry

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