

How we talk about Rosie the Health Manager

5.May.22, v.03

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Audience

Funders

Patient and Clinical Partners

*2ndary = healthcare + HealthIT
communities, early adopters*

Objective

*First, let funders and partners know that Rosie is real, based on years of previous projects/research, and needs investment
= legitimacy*

Then, clearly communicate why Rosie matters and what makes it different

Strategy

Simple. From the start, show patients (funders are patients too) that Rosie will make the health science simple for them

Direct. Take the onion approach: make each layer easy to peel, there can always be more layers.

Compelling. Connect with them in a way that's a little different (patient data ownership, self-care, OS)

*Rosie the Health Manager
helps me get better.*

*It's free software for patients
to make health simple.*

*Rosie the Health Manager
is humans and machines
teamed up together
to make health simple!*

*Rosie the Health Manager
is free software for patients and clinicians
that transforms patient data and
makes it available to the patient
and any patient-consented services
(clinical, health, social, educational, financial, etc).*

How Rosie works:

Rosie makes your health record.

Rosie highlights missing info.

Rosie asks questions.

Rosie focuses on preventative health care, just for you.

Rosie learns what health you need.

Rosie gets better all the time.

Rosie nudges you to drive your primary self-care.

How Rosie works:

*Rosie **puts together** your health record.*

Rosie highlights missing info.

Rosie asks questions.

Rosie spotlights preventative health care, just for you.

*Rosie **works on** what health you need.*

Rosie gets better all the time.

Rosie nudges you to drive your primary self-care.

Rosie has 4 parts

1. The Patient Data Use Agreement (PDUA)

is a contract between the patient and a service provider that states in clear, simple language or graphics, how data will be used and accessed.

*Patients need to own their health data. The PDUA's contract assigns **data ownership to the patient**, and authorizes the Patient Data Manager to manage the patient's health on behalf of the patient.*

2. The Patient Data Manager (PDM)

is a digital service working on behalf of a patient to continually find, retrieve, add to, edit, correct, and normalize data and construct a person's longitudinal health record.

Rosie has 4 parts

3. The Standard Patient Health Record (SPHR)

A complete, integrated, and computable record in a standard representation that has all the data relevant to a person's health and healthcare.

4. The Patient Data Receipt (PDR)

is a receipt generated at the result of every health transaction that sends it to a Patient Data Manager to update the Standard Patient Health Record.

Patient Data Use Agreement

Patient Data Manager

Standard Patient Health Record

Patient Data Receipt

} *inside baseball*

2nd onion layer information

for funders, healthIT'ers, OSHC

community

You own the data.

You say who uses it.

We work only for you.

You own your health data.

We work only for you.

You say who has access to your health.

You own your health data.

You say who to share with.

We work only for you.

Why is Rosie free?

This project is supported by the Open Health Solutions department at the MITRE Corporation, which maintains the software and licenses it under an open source license.

This project will always be open source.

Why is Rosie free?

*The MITRE Open Health Services
is investing in the transformative impact of
Patient Data Ownership
on the delivery of hyper-personalized
Health Services.*

We need your investment.

MITRE is funding \$800k in 2022.

*The project needs an additional \$250K in
community investments in Rosie
(a tax deductible donation).*

Rosie. About. Give. Github. Contact

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Rosie

About Github Contact

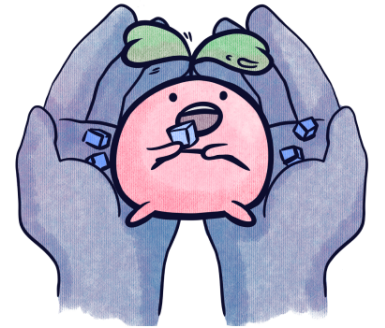
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Four parts of Rosie

The Patient Data Use Agreement (PDUA) is a contract between the patient and a service provider that states in clear, simple language or graphics, how data will be used and accessed.

Patients need to own their health data. The PDUA's contract assigns data ownership to the patient, and particular access rights to the patient-consented service.

The Patient Data Manager (PDM) is a digital service working on behalf of a patient to continually find, retrieve, add, edit, correct, and normalize data and construct a person's longitudinal health record. Because a patient's data comes from many places, the PDM takes it and puts it into the same place (one, comprehensive health record).

The Standard Patient Health Record (SPHR) is a digital "twin" of the patient in code, based on a nationally shared and consistent definition of health data (structure, terminology, content) for the US and planet. It is the gold source data for a patient's health. The standard patient health record specification contains definitions for all critical patient information such as ID, emergency care, primary care, oncology care, with future extensions for representing human biology, behavior, environment, and social circumstances in code.

The Health Manager (HM) is the front-end service on your mobile phone (or other silicon) that guides you to take actions for your health. Tailored education, involving family and clinical teams, and giving daily health ownership to the individual.

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We need your investment. MITRE is investing \$800k in 2022. The project needs an additional \$250K in community investments in Rosie (a tax deductible donation).

The Rosie software is licensed under the Apache 2 license. This project will always be open source.

About section (2nd rollout)

Project Background

Who is running the project

Principles



Year plan

Open Source tenets

Contributors

Patient Data Ownership

Putting the patient in the driver seat

Empowering individuals to practice Primary Self-care

Drives healthcare at the individual, family, and community level

Enables clinicians to see a holistic view of the patient to optimize health outcomes

Enables payers to see a holistic view of the patient to optimize cost

Makes Health Simple

Next Steps

Start GitHub.io site, directed from rosiehealth.org

Buy rosiehealth.com (Salim)

Cast stories in voices of each persona

Start with home page, GitHub, Contact

... live by Thu 12.May

Feedback from patient and clinical advisory groups

Work details on About, PDF download, PPT overview

... GitHub.io mini-training for whole team

Translations into Spanish, Chinese, Portuguese, Tagalog

Payment for donations (MITRE model = ?)

Real patient data storage, handling = real service model

Live open source

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