

# Nightingale

**A mash-up of**

**health care data**

**+ Wikipedia principles**

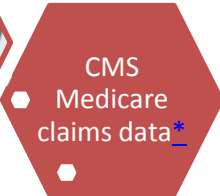
**+ turn by turn direction like  
Google Maps**

**= a patient navigator called  
nightingale**

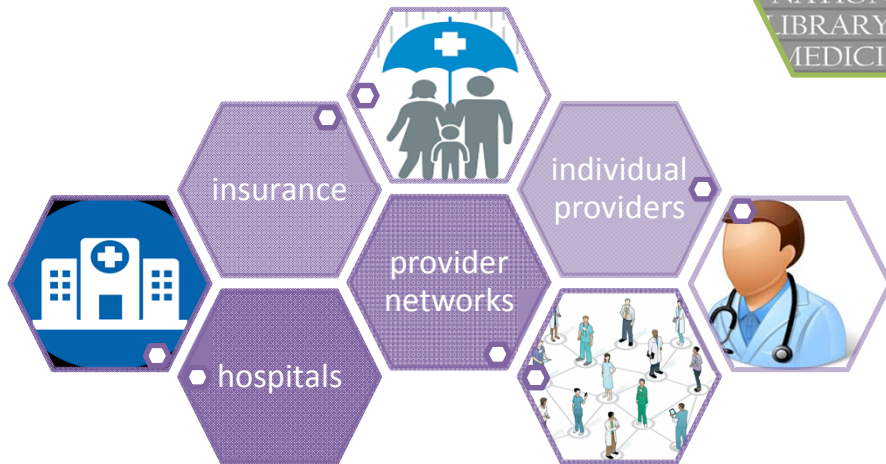
# health care data sources



**Day one  
data  
source**



**Openly  
available  
data  
sources**



**Partnership**

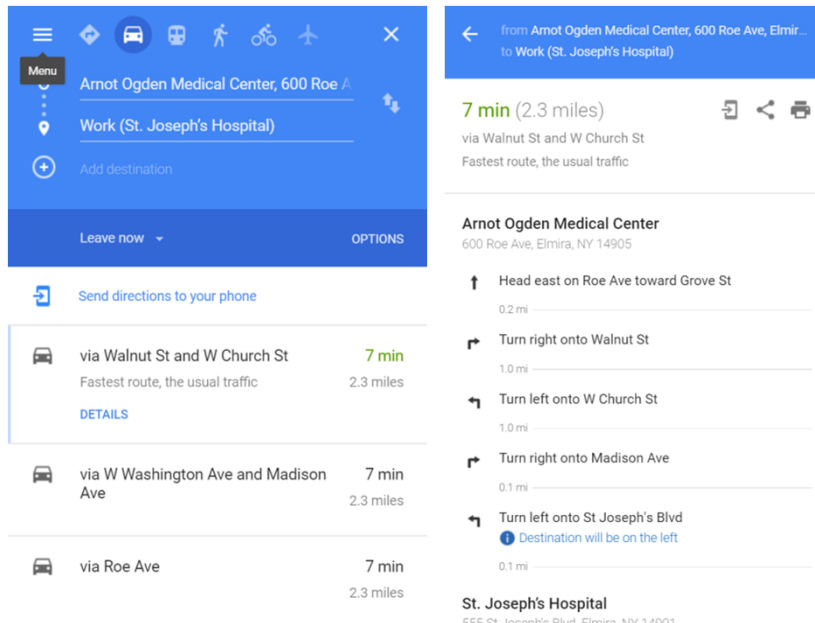
# Wikipedia principles\*

**Imagine a world in which every single human being can freely share in the sum of all knowledge.**

**That's our commitment.**

**Could we strive to create a Patient Literature library?**

## Google Maps turn by turn navigation

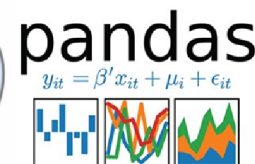
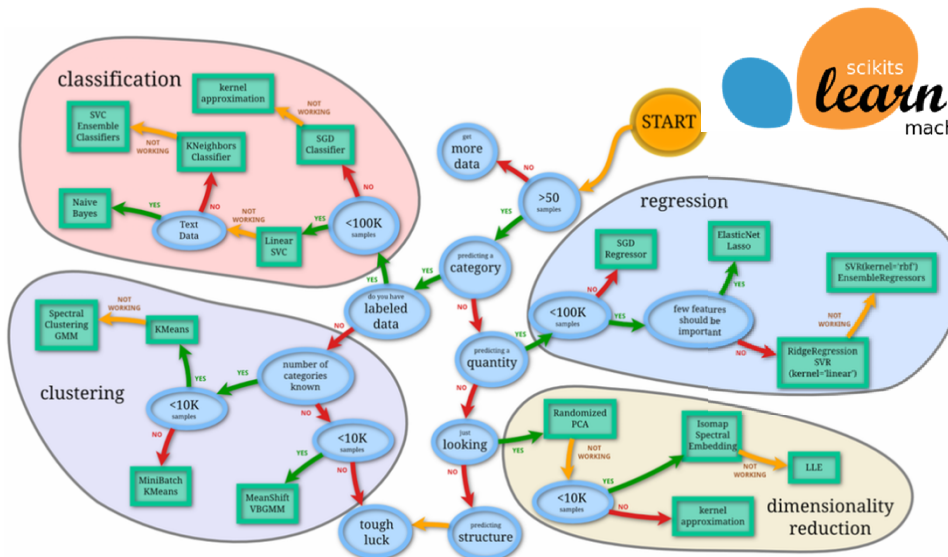


**Could we support healthcare consumers with decision support system with this level of simplicity?**

# Other key ingredients



## Open Source Ecosystem



# Challenges

“Innovation is saying ‘no’ to 1,000 things.”

- Steve Jobs

The first thing we say no to is **Profit**, we will have to just figure how we will pay for this service.

**Low resolution poor quality data.** Medicare claims data only has principal diagnosis. High quality data that we can only get via partnerships, could have all diagnosis and procedure code(ICD10) for each encounter in their network.

Patient navigators and volunteers contributing to this platform may not have limited professional medical, legal, financial, or administrative **experience**.

# **We are in a Social trap<sub>\*</sub>**

**“The ballooning costs of healthcare act as a hungry tapeworm on the American economy.”**

**- Warren Buffet**

**“Our people want transparency, knowledge and control when it comes to managing their healthcare”**

**- Jamie Dimon, JPMorgan Chase**

**“The healthcare system is complex, and we enter into this challenge open-eyed about the degree of difficulty”**

**- Jeff Bezos, Amazon**

**Good News**

**Technology is here in our open source ecosystem.**

**We need data **now**.**

# Benefits - non-zero-sum game



## Patients

- Value based care
- Quality of life



## Healthcare facilities and Providers

- reduce no-show and cancellations
- \$300 - \$1500 per appointment



## Insurance Providers

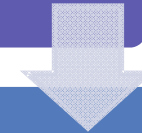
- Early detection and treatment of health care conditions
- People with diagnosed diabetes incur average medical expenditures of about \$13,700 per year, of which about \$7,900 is attributed to diabetes.
- Economic Costs of Diabetes in the U.S. in 2012 | [Diabetes Care\\*](#)
- \$1 In \$7 Health care dollars is spent treating diabetes
- [The Cost of Diabetes\\*](#)

# Next steps

POC within our community regional  
integrated healthcare delivery system



recommendation engine for our  
patients with providers



identify profiling questions



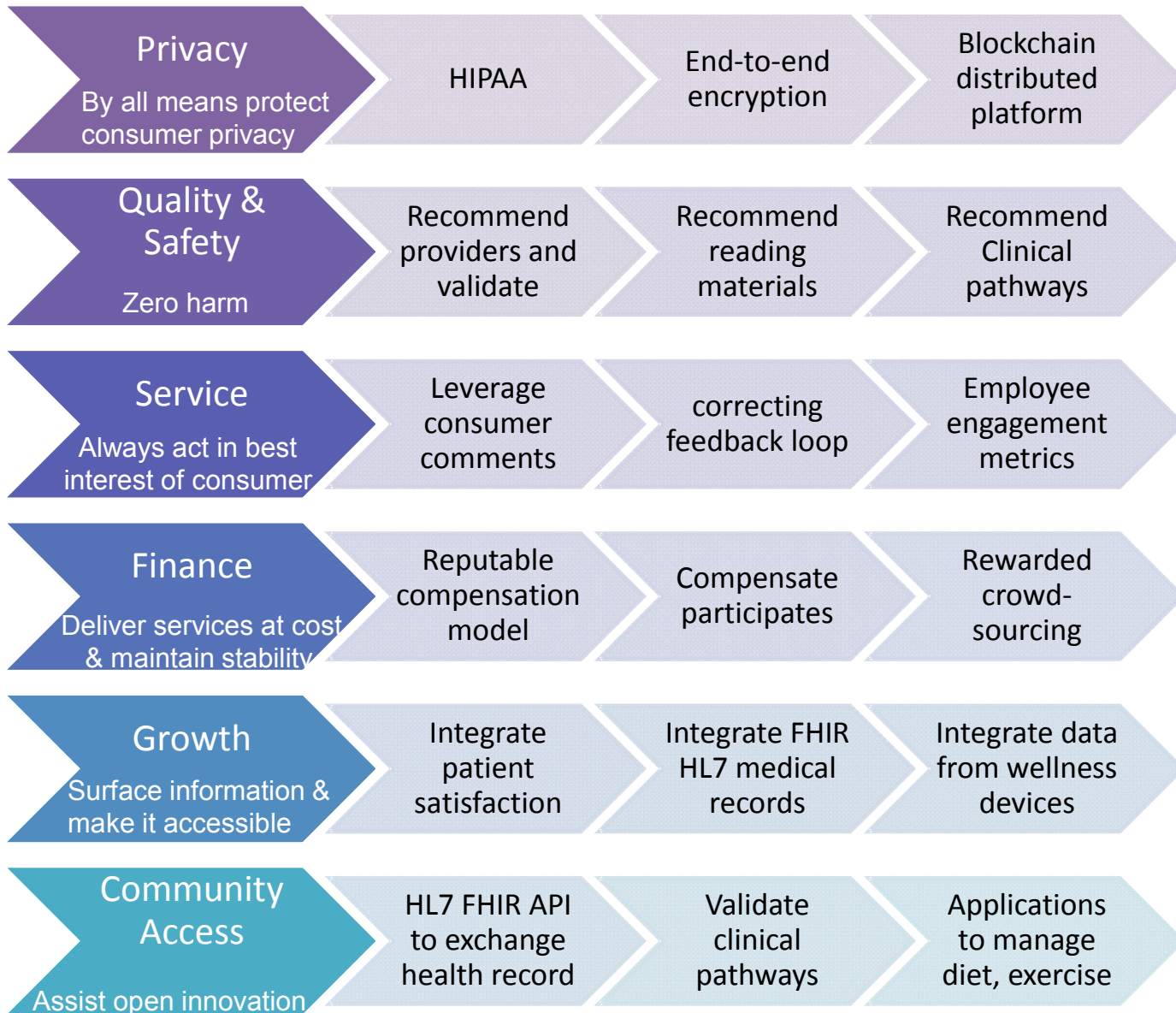
identify dimension of compatibility



# Maturity Matrix

Operating model   Hub & spoke      Open innovation

Ensure adherence to mission statement in each domain, via external audits and reviews



# Thank You

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