

Executive Summary



PRIMARY AI

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Executive Summary

Something is wrong with medical data in the United States — at least with the old way of doing things. What is wrong? Well, that depends on who you are:

For the Patient

- ❖ You do not own your data. Your medical data is valuable. Without ownership, you cannot monetize this value.
- ❖ Your data is probably scattered around different hospitals, clinics, private practices, etc. Good luck trying to collect all of your medical records!
- ❖ With disparate data it is hard to create a cohesive picture of your health over time. In fact, most of the data that you are able to obtain is in paper form, making that task even harder!
- ❖ Just the act of trying to obtain your records from any single entity is an exercise in bureaucratic hurdles and unnecessary footwork.
- ❖ It takes time to get your records, oftentimes you have to return several days later to pick up your records. More footwork.
- ❖ Oftentimes, there is a fee associated with obtaining your records — e.g., if it exceeds a certain number of pages.
- ❖ Of course, lots and lots of paper, and non-standardized oftentimes sloppy or unintelligible information presentation.

For Organizations

- ❖ In the United States, data is locked away in a multitude of data silos. Data fiefdoms so to speak.
- ❖ With data comes major technological, security, and regulatory hurdles — often insurmountable by smaller players.
- ❖ For medical researchers, there is a lack of sufficient data for artificial intelligence model creation, i.e., data scarcity for scientific research.
- ❖ Medical data is expensive!
- ❖ For organizations in general, interoperability is an issue.
- ❖ Security, privacy, and compliance are always an issue! Researchers need a secure and regulatory compliant means to share medical data with other researchers.
- ❖ Sharing data takes forever!

Mission

Meanwhile, medical AI promises to revolutionize healthcare in the United States; however, these promises will be difficult to fulfill unless someone finds a new and novel way to overcome the issues both patients and organizations face today.

Primary AI is on a mission to do just that. We are building a patient-centric data sharing ecosystem in healthcare and medicine. We intend to bridge the gap between patients, providers, and scientific research with an interoperability platform where data is:

- immutable
- non-forgeable
- non-repudiation

The Primary AI system is patient centric. It empowers the individual by giving the patient control over their own healthcare data — to make their own decisions on how it is used and who can see it, and by doing so patients have an opportunity to monetize their data, while simultaneously allowing medical science to advance.

Customers

Our primary customers include: individuals, traditional hospitals, private practitioners, and researchers.

Our secondary customers include: insurance companies, government agencies, healthcare providers, nonprofits, medical industry companies

Goals

For our primary customers our initial goals are to:

1. Bridge the gap between patients, providers, and scientific research with an immutable, non-forgeable, and non-repudiation interoperability platform.
2. Make healthcare more patient-centric by empowering individuals to control their own healthcare data and making their own healthcare decisions. Giving them the opportunity to advance medicine and science while monetizing their data.
3. Assuring interoperability and security of patient data.
4. Solving the medical data scarcity issue, enabling individuals to use their data for life-changing medical, health, and scientific research, which can lead to breakthroughs and new discoveries.
5. Allow health and medical providers to securely share and authorize medical data on behalf of patients instantly. Providing them with the ability to provide optimal health care and better patient care.
6. Incorporate direct compliance support for relevant healthcare regulations (e.g., HIPAA/HITECH) and privacy regulations (e.g., GDPR).
7. Provide better health outcomes by combining real-time mIoT health data with historical records.

Technology

In addition to this Executive Summary, we are submitting a white paper that describes the technology platform and how our novel approach overcomes many of the issues outlined here. We believe that our approach can solve the problems outlined above. As a team we are full of ideas that we look forward to sharing with you. We are excited, and ready to begin moving our ideas forward.

Why Us?

Chris has an MBA, and a BS in Finance, and currently is part of the FAU MS Artificial Intelligence program. Additionally, these days he is also heavily involved in hospitals, as he battles stage IV prostate cancer.

Shaun, is also part of the FAU MS Artificial Intelligence program. Like Chris, as a wounded veteran, he too has a great deal of experience with medicine United States.

Both are passionate about artificial intelligence, and improving the healthcare system through its application.

Moving Forward

There is so much more to share, and we have many more ideas in other critical areas of this business. For example: our novel marketing approach with the individual segment of our market; or our organization's principles. We look forward to sharing, refining, expanding and implementing these ideas.

Thank you for taking the time to review this Executive Summary and application to participate in the FAU Tech Runway program. We are excited about the opportunity!