



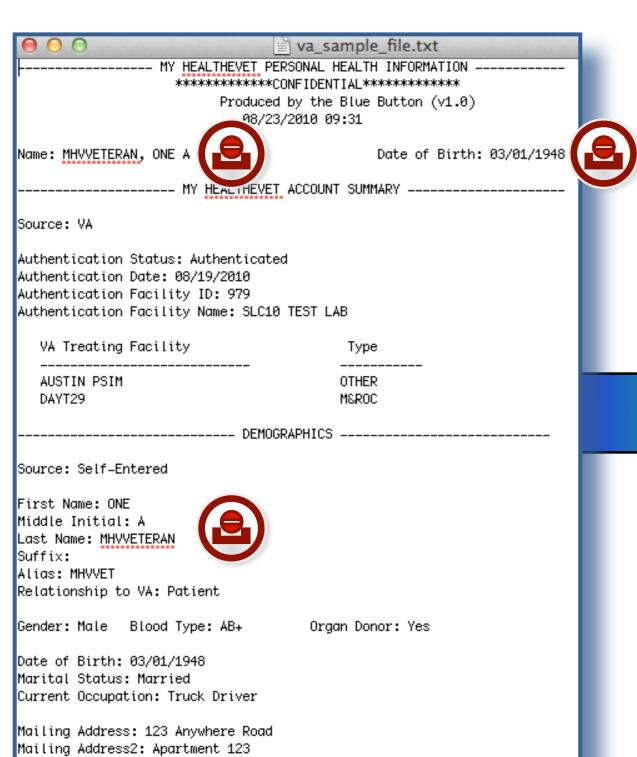


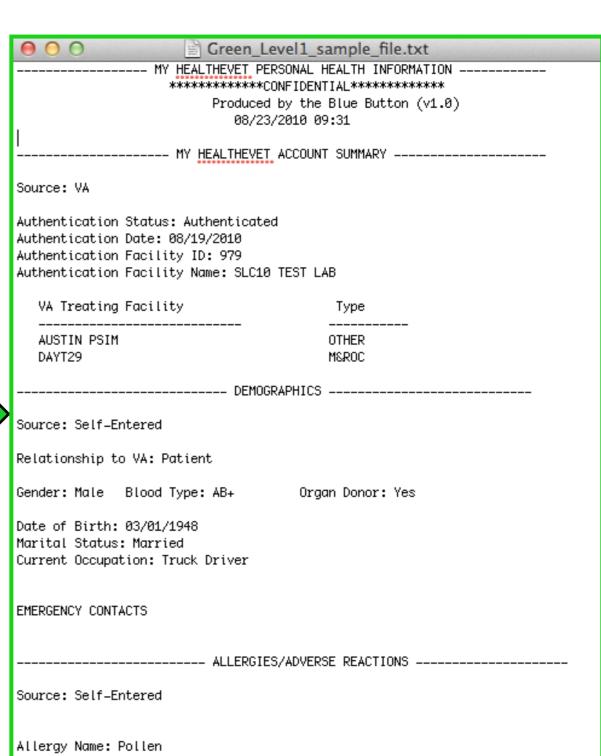
Green Button = Anonymous Data Donation





Going from Blue to Green





Demo



RainbowButton.com

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Welcome to the Medical Record Converter

Click to upload your file

© 2011 - Developed By Alan Viars, Mark Scrimshire, Ethan Fry, Ulrike Anders & Erica Yamada.

The Skinny...

- Todd Park and Team created Blue Button at VA for Data Liberación in Oct 2010
 - *400k downloads in <1 year
 - *Now adopted by Private Health Care (AETNA and United Health)
- Patients 2.0 created a simple button construct for other data uses
- White button is an embodiment of The Direct Project for secure transmission of medical records
 - *"Deprecating the Fax machine in Health Care"
- Simple Idea: Strip Personal identifiers from Blue Button File to allow Anonymous Data Donation

- Platform uses BlueButton Libraries developed at earlier Code-a-Thon events
- GreenButton File benefits from BlueBotton Library developments
- Creating a market place for Research organizations to acquire health data
 - *Value Add: Access Novartis Drug API to provide Feedback loop for Drug "Rumor list"
- Protecting Patient Anonymity
- Putting the Patient in control of their data and who they give it to
- Reformatting provides option to create XML version of BlueButton file
 - *Stepping stone to CCR or CCD formats via XSLT and improved data liquidity