

# 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