PUBLIC GOOD

DO IT FOR YOUR (DIFY)
PUBLIC GOOD

DO IT YOURSELF (DIY)

WALK-UP READY COMMUNITIES
Invitation only recruited panel: Over 6 million panel members
Address Based and Random Digit Dialed Probability Samples
Social Media and Online Recruited Convenience Samples
PUBLIC GOOD

People

Data

Insights

Technology

BIG DATA...
LOTS OF PEOPLE
LOTS OF VOICES
LOTS OF INFORMATION

LITTLE DATA...
ONE UNIQUE PERSON
ONE SMALL VOICE
ONE INDIVIDUAL CUSTOMER

Quantextual Data
PUBLIC GOOD

People
Data
Insights
Technology

Descriptive analytics
What happened?

Predictive analytics
What will happen?

Prescriptive analytics
What should I do about it?
PUBLIC GOOD

People  Data  Insights  Technology

Quantitative Platform

Affiliation

Affiliation

Quantitative Health

Quantitative Care

Quantitative Research

Direct Interactions
Quantextual.co A Community Insights Platform:
Creating value by facilitating direct interactions between affiliates on multiple sides
**Simple**

**Single use mHealth**
Focuses on a single purpose for a single user, typically consumer initiated:
- smartphone apps and wearable tech products that support the user to record data which may be communicated to others
- consumer driven, focus on wellness, diet and exercise.

**Social mHealth**
Draws upon the support and encouragement provided through social networks:
- gamification and competition based apps which encourage users to meet goals
- consumers likely to pursue activities independently.

**Integrated mHealth**
Links apps and devices with the formal healthcare system:
- mobile technology linking patients and HCPs
- tailored to multiple end users: consumers, physicians and administrators.

**Complex mHealth**
Leverages advanced, integrated analytics for decision support:
- predictive analytics applied to complex data generated through mHealth applications
- focus on achieving optimal management of a specific disease.

Source: Four Dimensions of Effective mHealth, Deloitte US Center for Health Solutions, 2014
Innovative technologies enable:
- Personal health management
- Remote monitoring
- Chronic disease management
- Medication management
- Wellness care
- Behavioral change
- Urgent care

Customer-focused change drivers:
- Empowerment
- Collaboration
- Connectivity
- Interoperability
- Risk management
- Incentives and rewards

Integrated data / actionable information

Patients ➔ Physicians ➔ Providers ➔ Payers ➔ Governments ➔ Regulators ➔ Corporations

Information services
- Cloud computing
- Smart mobility
- Social networking
- Big data analytics

Resulting in:
- Better outcomes
- Broader coverage
- Lower cost
Platform for Personal Health Information Management

Making health data ever more discoverable, useable and valuable

Collect It

Medications

Medical

Immunizations

Self Care

Health Apps

Social

Use It

Caregivers

Clinical Trials

Surveys & Studies

Family & Friends

n=1 Studies

Connect Apps and Activity Trackers
Connect Patient Portals
Fitness Dashboard
Medical & Labs
Personal Preferences
Home Navigation

Research Dashboard for Active, Passive and Medical Data

Outside: location-aware GPS fence

In-home: proximity-aware Beacons

Remote Care Management

Person-Generated. Person-Controlled

Descriptive Diagnostic Predictive Prescriptive Analytics

Person-Generated. Person-Controlled

In-home: proximity-aware Beacons

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Descriptive Diagnostic Predictive Prescriptive Analytics
How it works
We take a consumer-centric approach to health data exchange

Simple
An easy way for your consumers to share their health data with you

Secure
Fully HIPAA Compliant cloud infrastructure built by a world class security team

Personalized
Fully configurable and personalized consumer consent process
Cleveland Clinic focuses on PHI security and compliance with ClearDATA and AWS.

When the Cleveland Clinic came to ClearDATA with a demanding list of security, privacy and compliance requirements for their Healthy Brains application, ClearDATA was able to map those AWS services to those requirements and build a solution that met Cleveland Clinic’s needs.

Watch The Video

350,000 + Health Care Providers
Team

Pearly Dhingra
Richard Ellis
Vince Campbell
Paras Jain

Advisors

Rosa Arriaga
David Harlow
Nagesh Kadaba
Vaidy Sunderam

Non-Profit Board (PPH)

Sandro Galea
Jim Buehler
Bobby Milstein
Roberta Carlin

Dean, BU SPH
Phil PA Health Commissioner
Director, ReThink Health
Director, AAHD