



Enabling Patient Centricity

April 2018

digi.me team



Julian Ranger, Exec Chairman & Founder

- Visionary – enabled all data systems in military to exchange data at the edge and do more (iSMART). Created worldwide business, with iSMART adopted by US, NATO & others and sold to Lockheed Martin



Gavin Ray, CTO

- Technology implementation – 25 years creating global network data systems which multi-national industries rely on.



Rory Donnelly, CEO

- Adoption & Distribution – 20 years building international distribution networks with long term business and consumer adoption



digi.me operations

Digi.me is based in Farnham UK.
30 miles from London

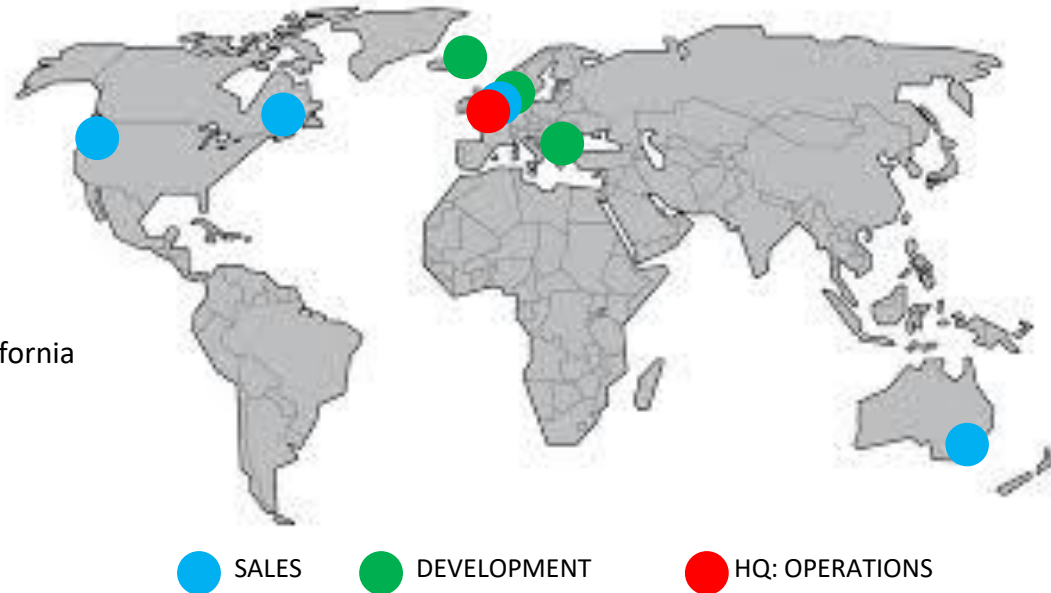
A concentration of military companies
creates a high quality, low cost workforce

Operations and HQ : Farnham UK

Sales: London, Australia, New York and California

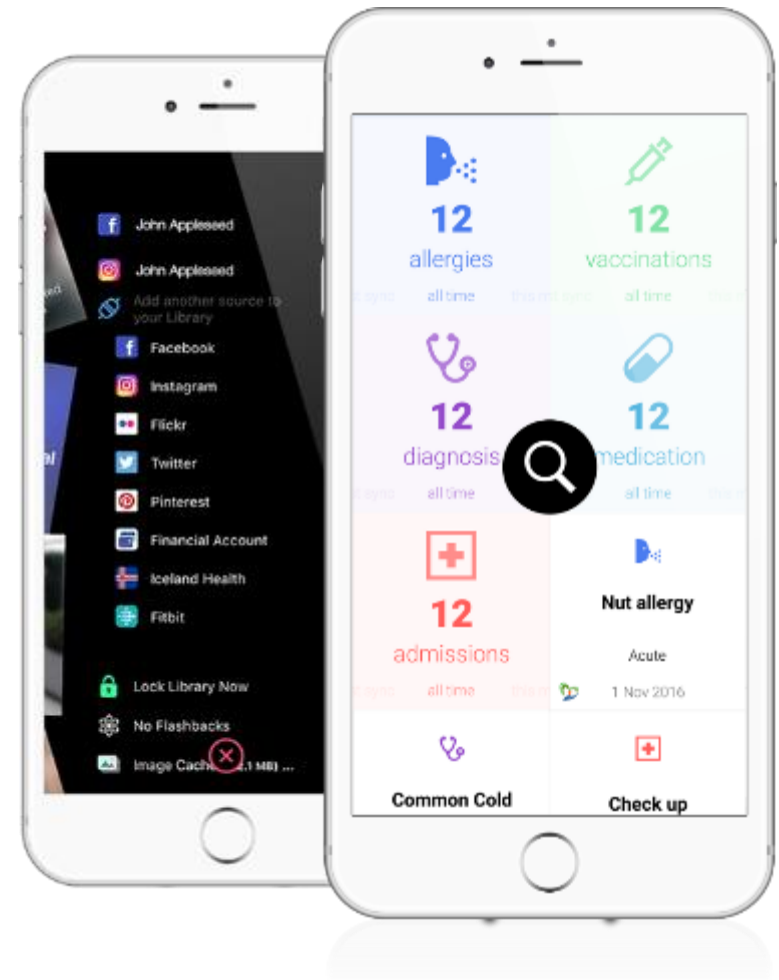
Development: UK, Iceland, Bosnia

Workforce: 60+
(40 Engineers and data scientists)



Introduction

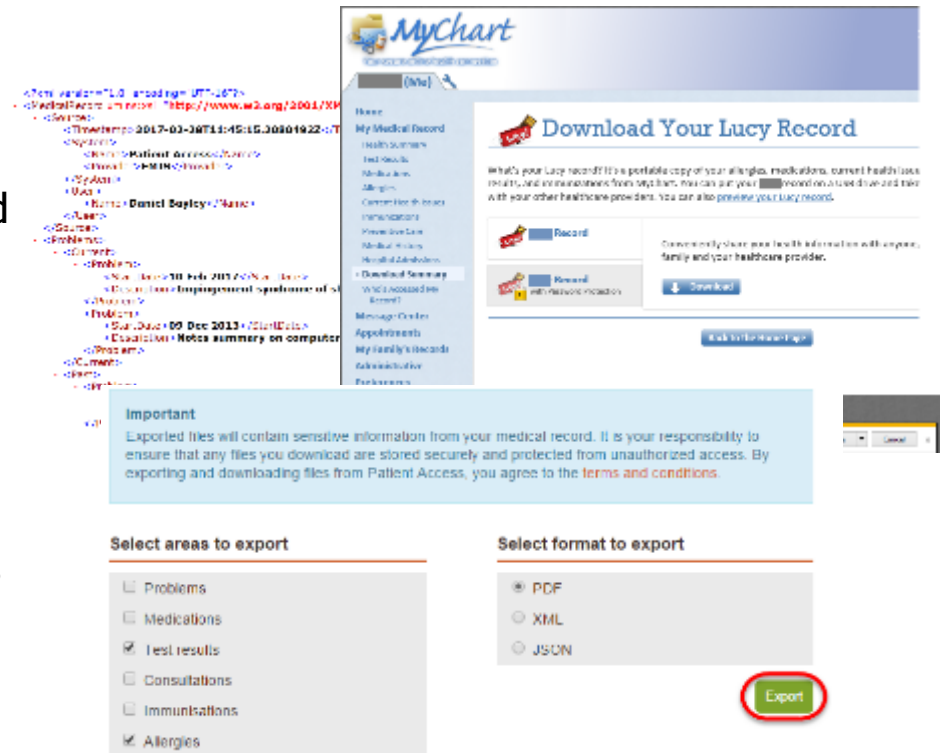
- Digi.me is a free consumer mobile and desktop app which allows users to download data from over 15,000 sources, including Social media, finance, health records, wearables and devices.
- Our privacy by design architecture means we do not see, touch or hold data from users
- Based in the UK, Digi.me is a 60-person company with offices in France, Iceland, Australia and the US
- This proposal shows how digi.me can enable organizations to GIVE data back to individuals, GET more data from individuals and the INNOVATE around this.



General Data Protection Regulation (GDPR) gives individuals greater rights to access and portability of their data in an electronic format.

Data downloads

- Are hard to understand with limited utility.
- They push the burden of data security on to individuals.
- Limited reliable methods to share and reuse which stifles innovations



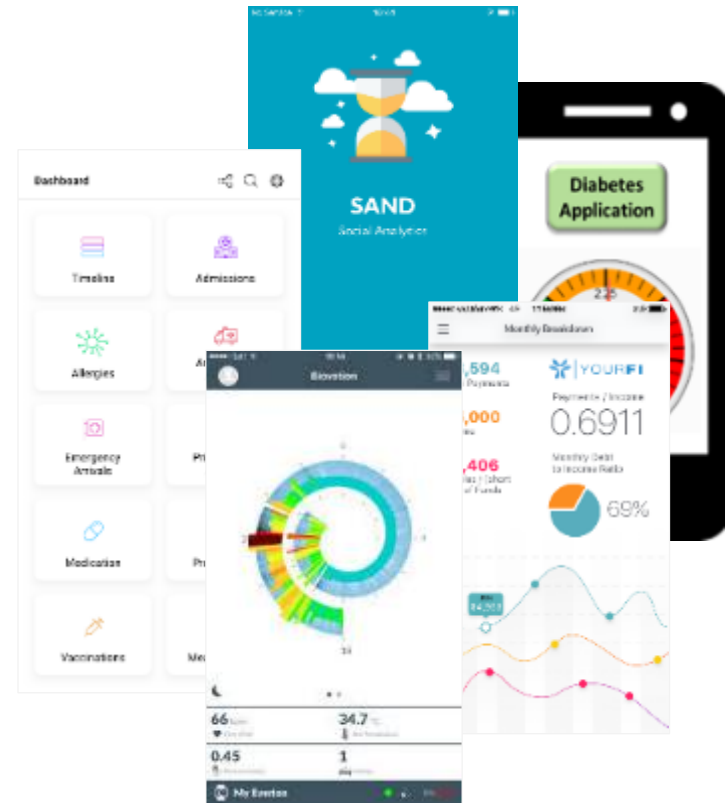
Self report data is hard for healthcare to manage and engage with.

- In a world where patients have more and more data including genomics, who do they trust with it all?
- Organisations do not want the liability of processing and holding all this data.
- There are a vast number of data sources including apps, wearables and devices.

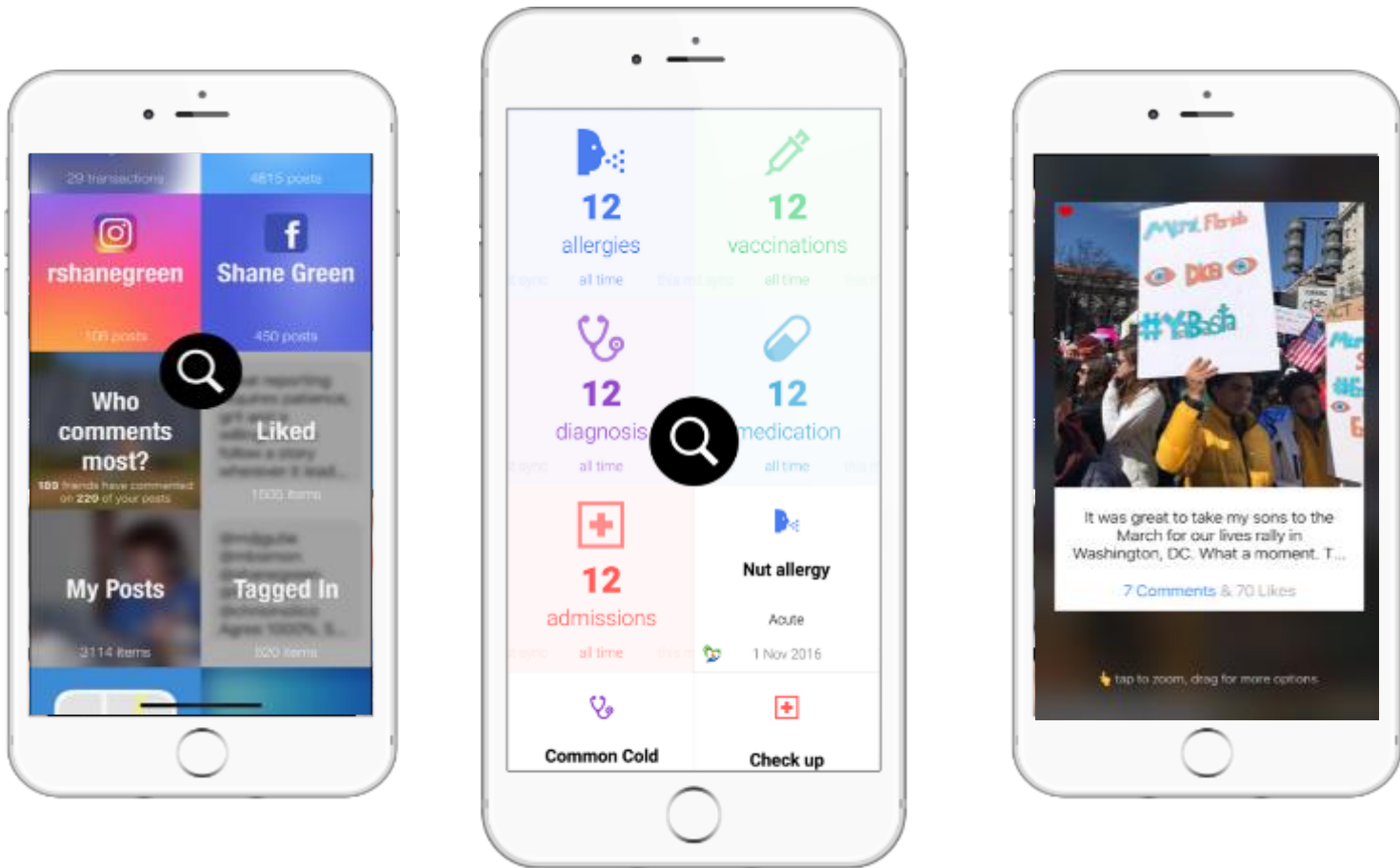


Establishing a digital health eco-system with a range of apps, devices and services is complex.

- Many consent, privacy, security and interoperability challenges.
- Complex landscape for industry app and service providers to navigate.
- Compliance and governance overhead for underlying health systems and app providers.
- This limits the ability to easily deploy and reuse apps and services across healthcare.



Digi.me provides a far safer way for individuals to **store**, **interact** with and **share** their data with apps and services.



Our privacy by design, distributed architecture means **we don't see, touch or hold user data**



Data encryption and normalization happens inside the app without **digi.me** ever being able to see or access user data.

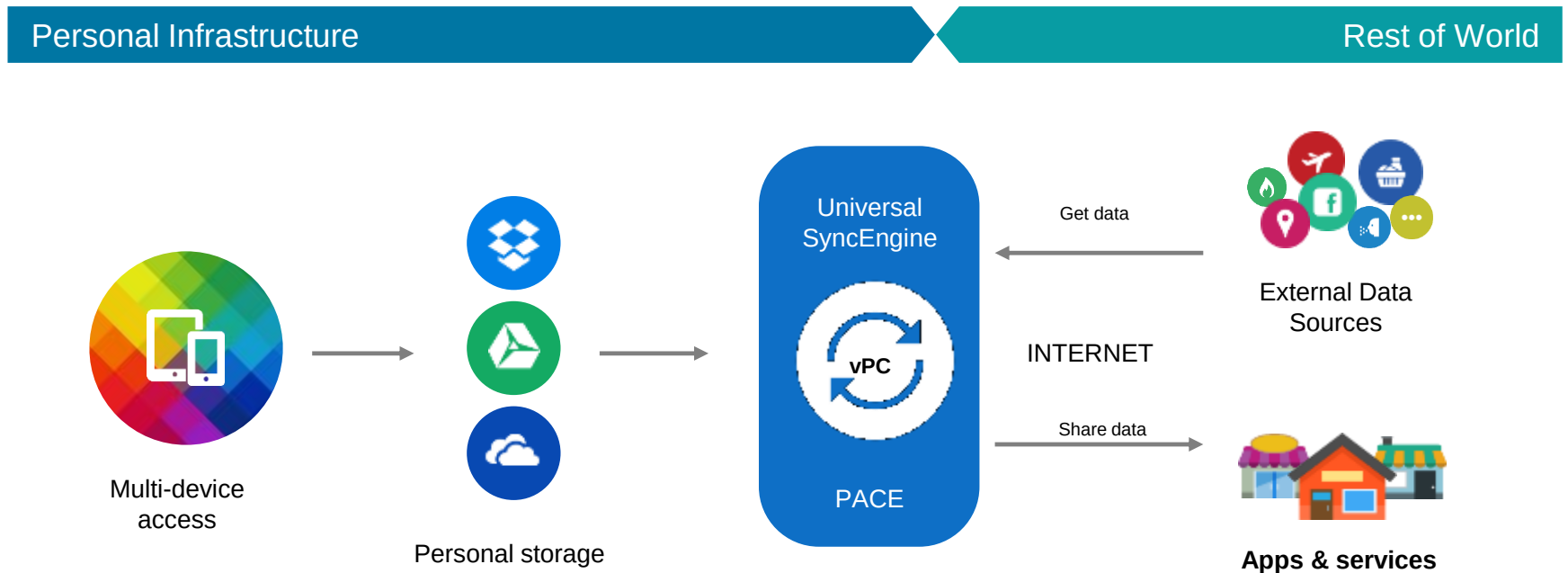


The user has the only credentials to access their **digi.me** library and must provide credentials directly to data sources.

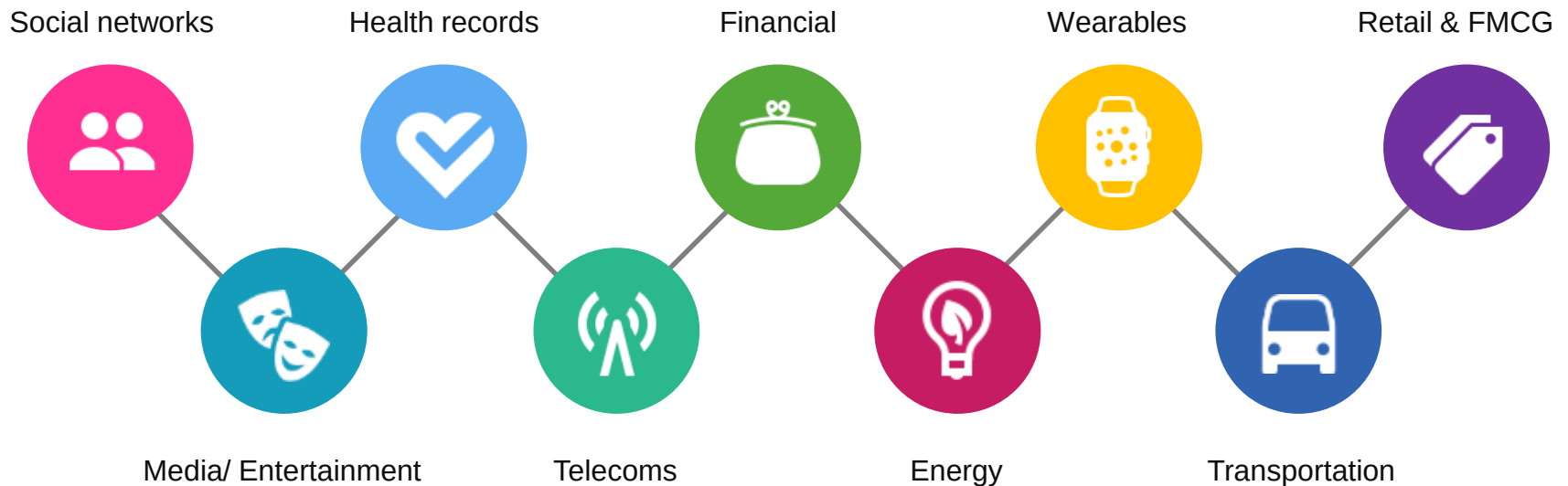


There is no central **digi.me** storage of any user data. The user controls the location where encrypted data is stored.

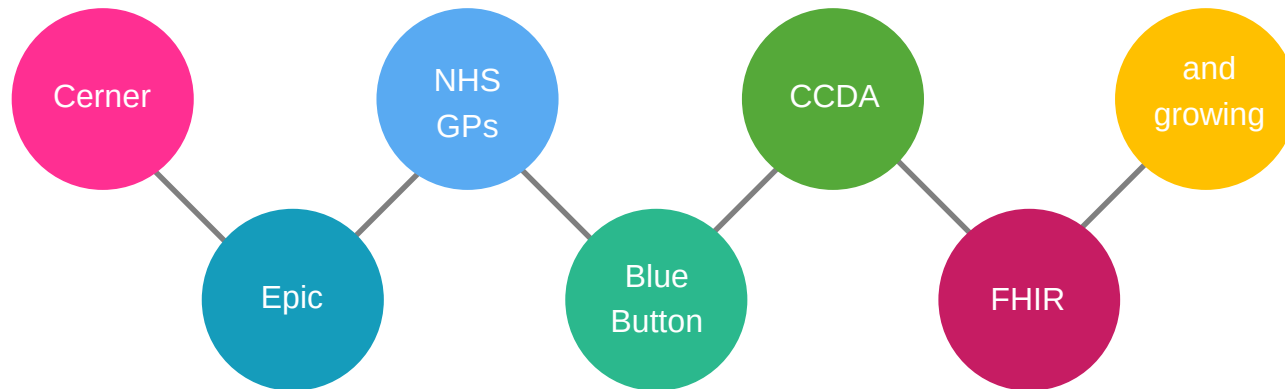
The digi.me architecture truly empowers individuals to own and control their data



Digi.me works across all your data sources normalizing them in to single longitudinal library



Support for a wide and ever growing range of healthcare data



Available in Iceland and the US today
NHS Launch in Q3 2018
with other counties to follow

A simple and predictable business model with no complex onboarding process or fees

Free to individuals and no 3rd party onboarding costs

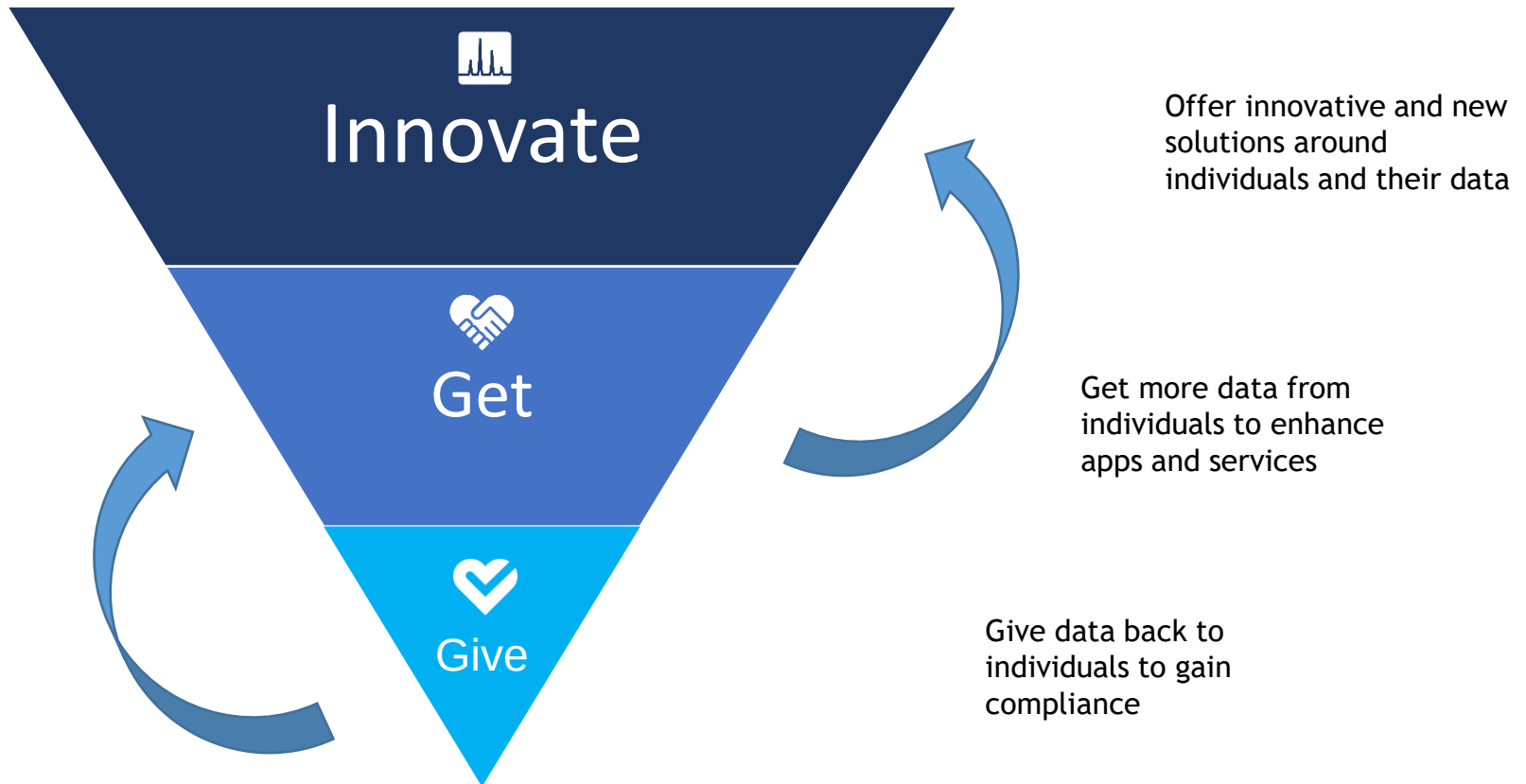
Flat Postal Fee \$0.10

Does not vary with type or quantity of data

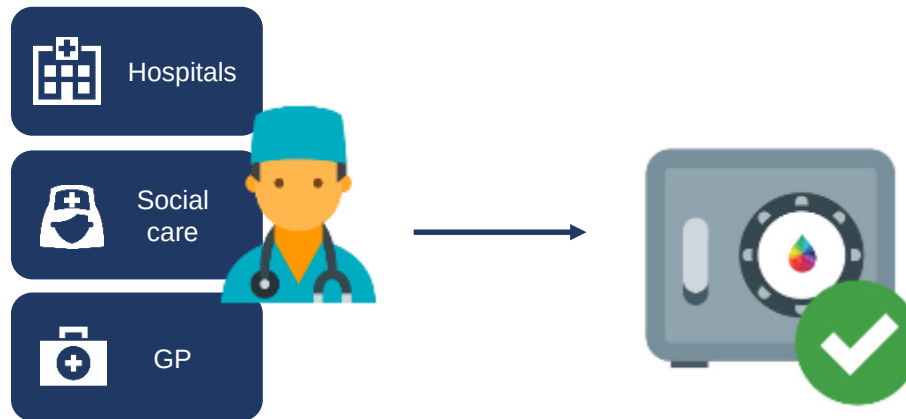
Capped at \$3 an individual
per year per app



Patient Centricity Adoption Strategy

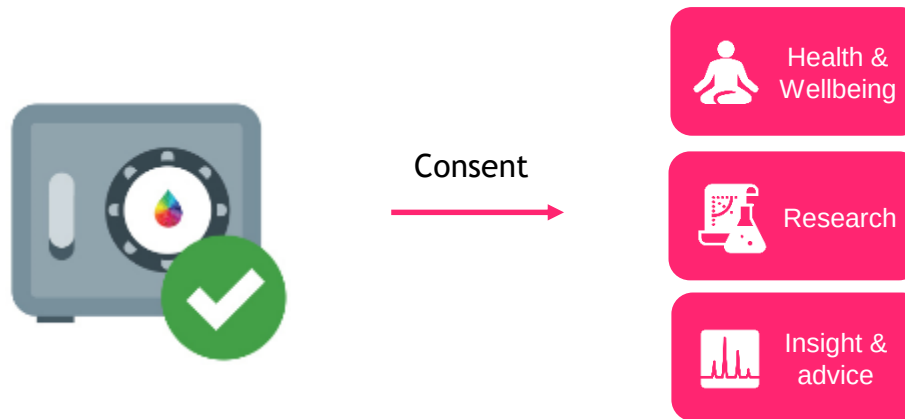


A simple and secure mechanism
to give data back to patients.

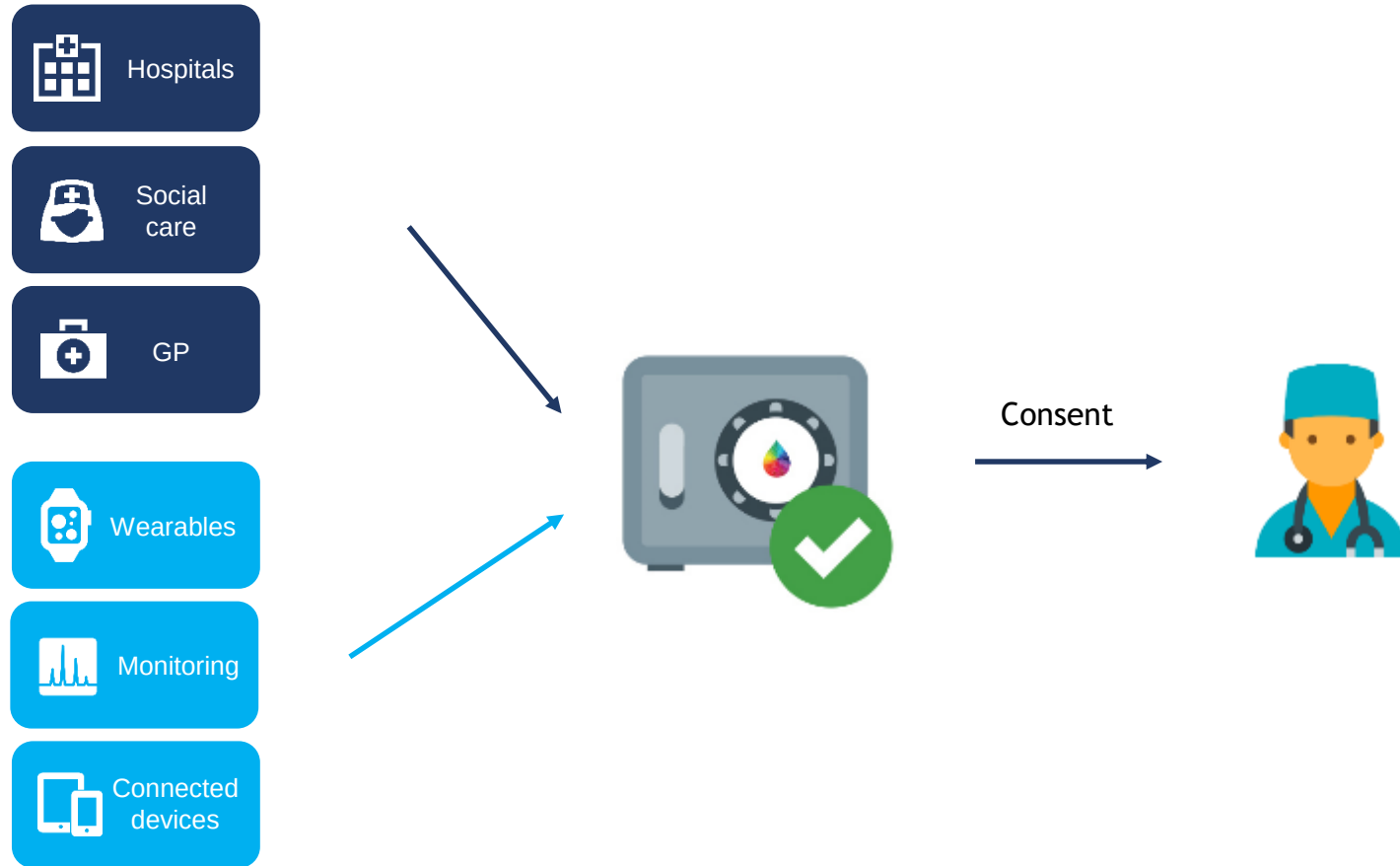


GDPR Right of Access and Data Portability as a service

A secure mechanism for patients to share their data with 3rd parties

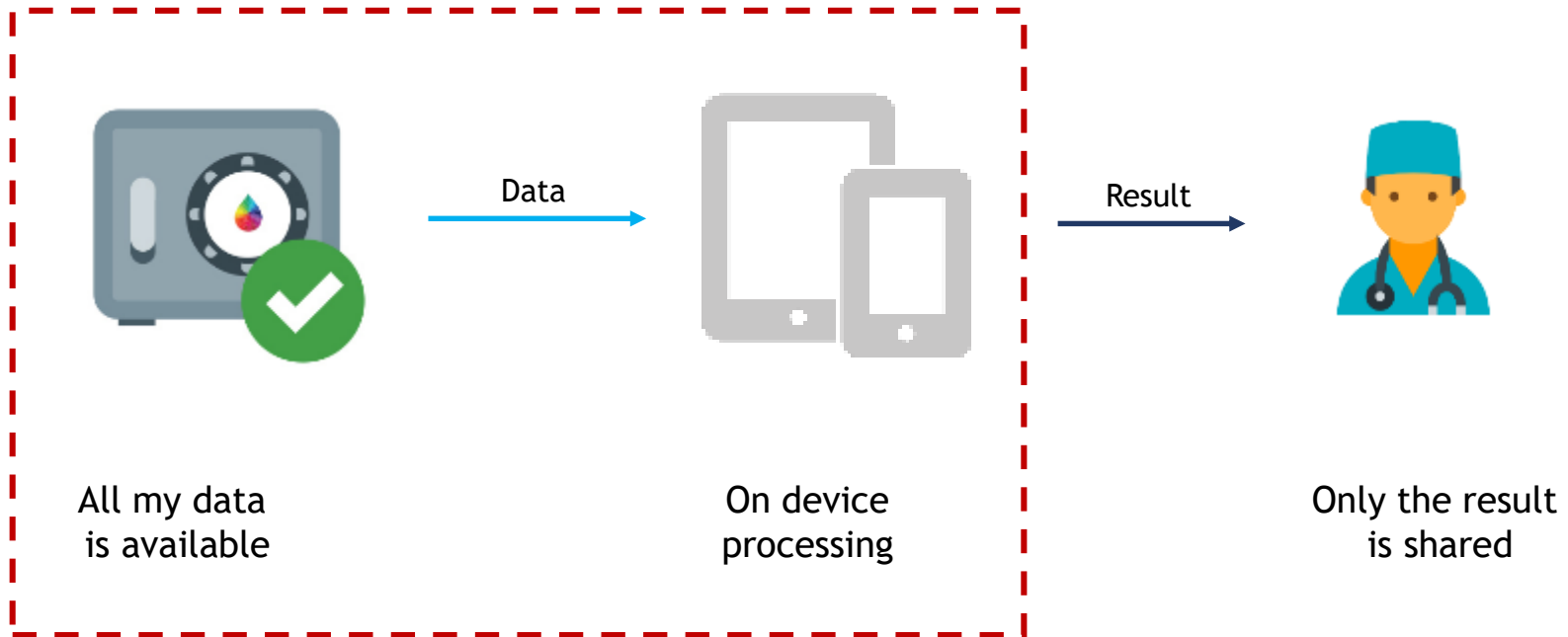


Enabling healthcare providers to access **richer wider longitudinal health data**

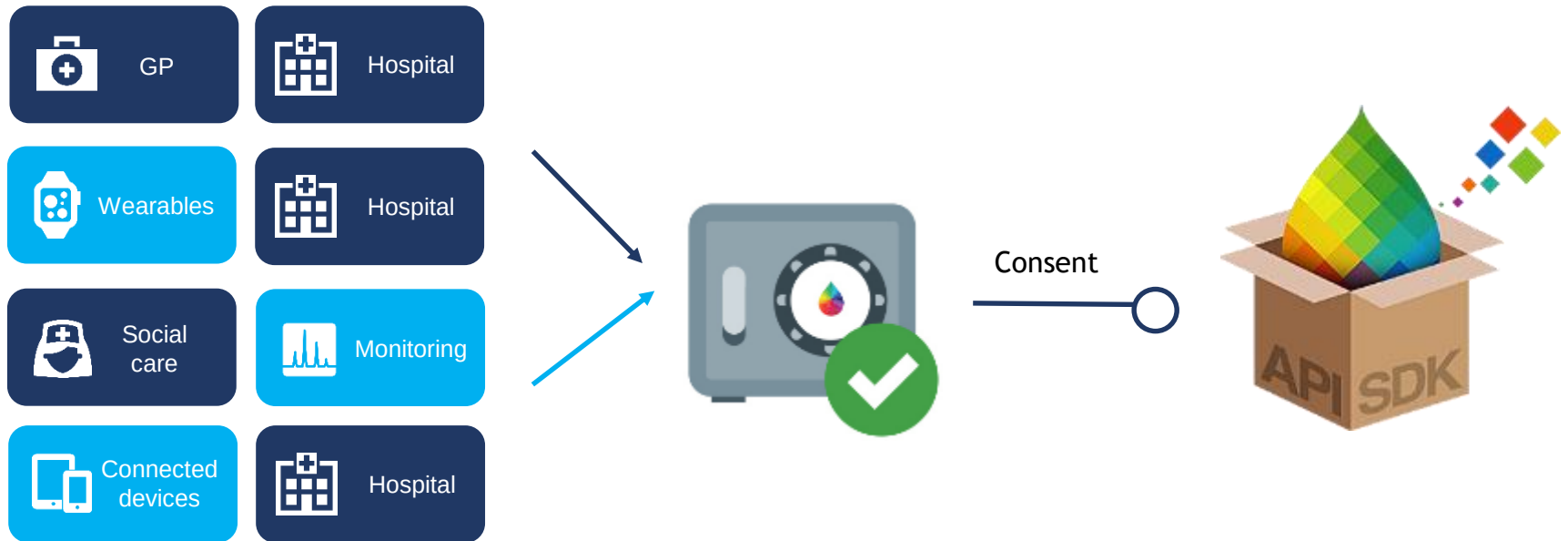


Enables individuals to **use more data with greater privacy**

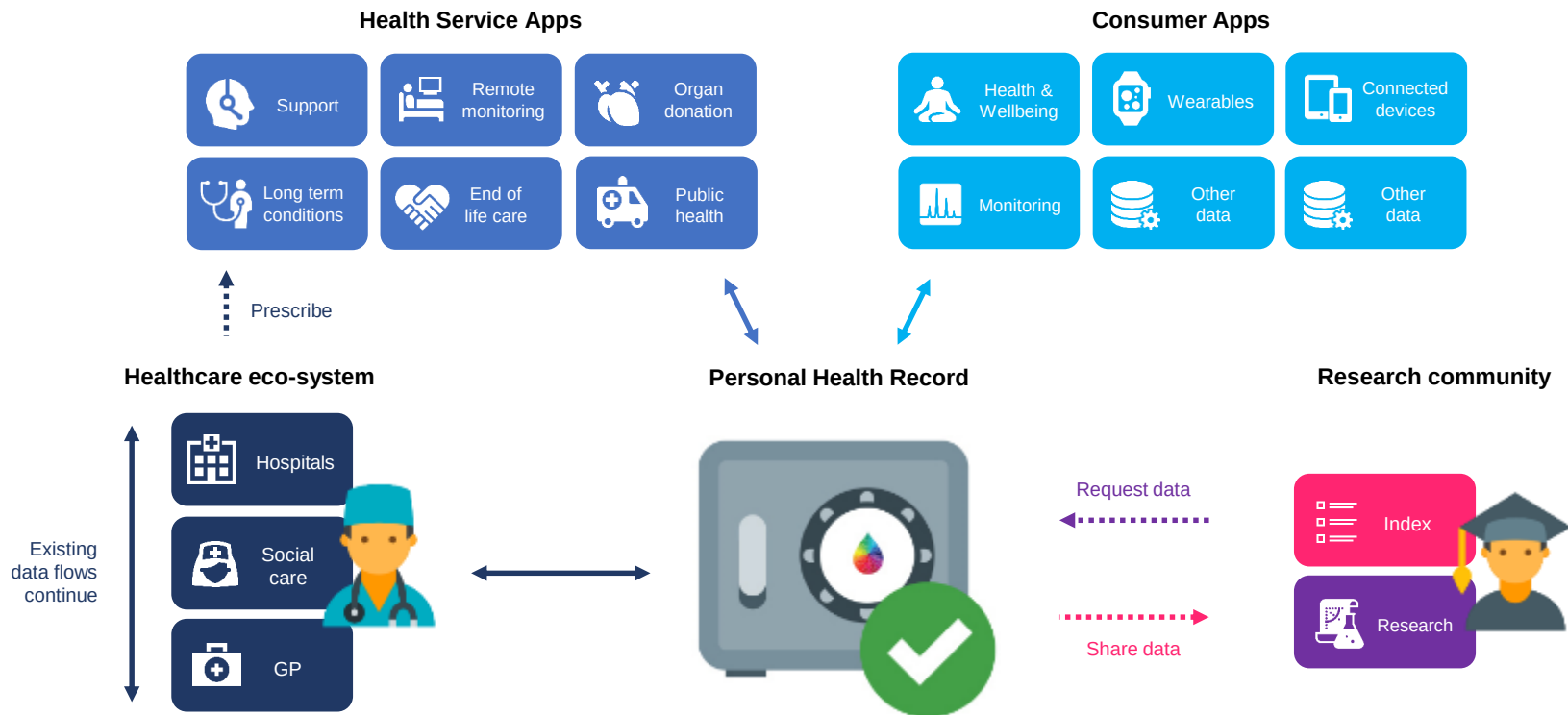
Users domain / personal infrastructure



A single fully normalized API and SDK enabling rapid innovation around the individual



Digi.me enables a rich and engaging patient centric eco-system to emerge



Patient centricity enables **enormous benefits** across the entire health eco-system ...

 Patient	 GP	 Hospital	 Research	 Innovators
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Whole patient picture – Rich single source real world longitudinal data

Maximum privacy and sharing - on device information and processing

Build stronger relationships and trust with greater value

Empower & engage	Efficient healthcare & communication	Accelerate research	Catalyst for innovation
Improved privacy and control	Simplify and improve compliance (GDPR, MU3, ethics, etc.)		
Enable prevention, earlier diagnosis & treatment		Richer data – Insight detection	Reduce complexity
Greater choice and flexibility of services	Enable new models of care and care pathways	Direct to patient cohort selection - wider	Direct to consumer
Personalised advice and informed decisions	Improve efficiency & care coordination – fewer & better encounters	Direct relationship for consent and feedback	Catalyst for new business models
Enhance care team communications	Greater ability to remote monitor and support	Faster IRB approvals	Faster route to market
Improve health and wellness outcomes	Understand lifestyle and behaviours with broader phenotypic data	Accelerate futility analysis	Simpler to integrate and scale
Simplified health transactions (e.g. claims, onboarding)	An alternative to using data brokers	Reduce the 4th Hurdle challenge	More cost effective than data brokers
Facilitate building health related communities	Improve engagement in hospital-centred research initiatives	Enhance monitoring of drug effectiveness and adherence	Simpler collection of real world evidence

... and **requires one thing** : empowering the patient by opening up APIs.



All this is possible today

- Videos:

- Digi.me vision
<https://youtu.be/zFliOmX1IWc>
- Digi.me app in action
<https://youtu.be/-43u6ABLAIQ>

- Download

<https://try.digi.me/demo-library>

- Apps
- Demo library
- Demo 3rd party apps





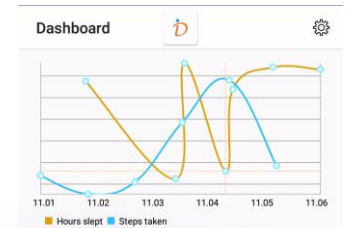
digi.me

Use cases

myDuchenne Community : enabling parents, carers and patients...

- To use personal data to help better track and understand their condition.
- Have more informed conversations with health care professionals
- Provide the opportunity to share their data for research.
- A global community with 8 leading partners in 5 countries.

MyDuchenne
COMMUNITY



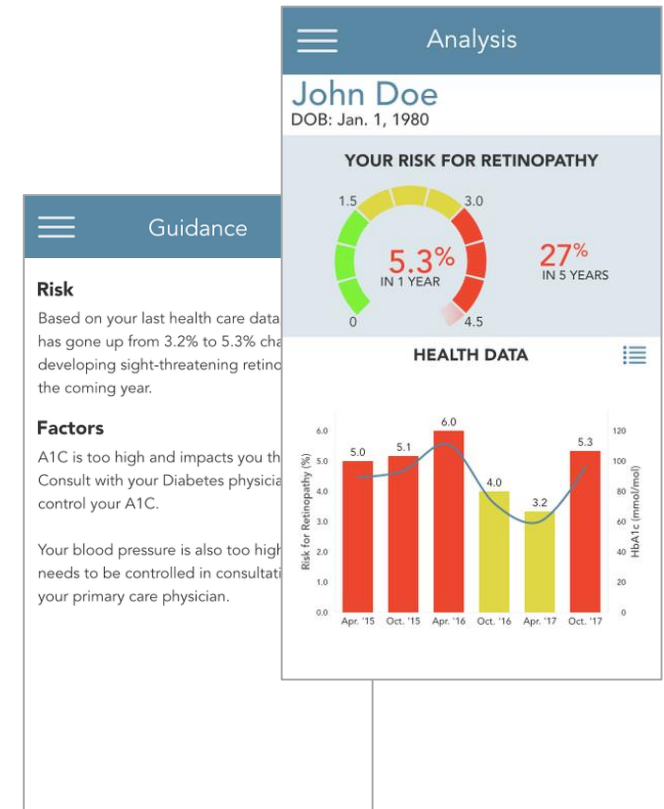
Iceland : empowering their citizens with the data...

- National, citizen facing health record API.
- Independently audited under direction of Department of Health
- Individuals use digi.me to securely download a copy of their data and use it with apps and services.



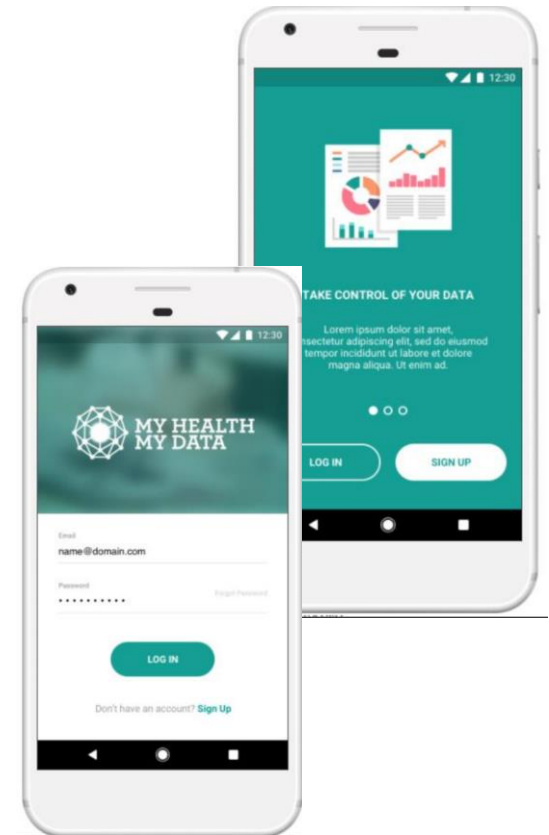
Retina Risk : Enabling self monitoring for sight-threatening diabetic retinopathy ...

- Continuous and passive monitoring which alerts individual to any increase in their risk.
- Lowers risk , saves money, improves quality of life and health outcomes.
- Very high accuracy for prediction validated against 20,000 patients in the UK and other countries.



My Health My Data : New mechanisms of trust and direct, value-based relationships

- Horizon 2020 Research and Innovation Action
- Aims at fundamentally changing the way sensitive data are shared
- 1st open biomedical information network centred on the connection between organisations and individuals
- An eco-system using blockchain, smart contracts & privacy preserving techniques.



Accelerating development and catalysing innovation...

- Reon: Leading Icelandic software development company
- "Enabling consumers with their data means developers can innovate and focus on solving UX and business problems."
- "Digi.me provides an accessible plug and play platform, which takes less than a day to integrate"

REON



Enabling innovation and research ...

- *Amgen's mission is to serve patients.*
- *Dedicated to “turning the tide on serious, life-interrupting illnesses—pushing the boundaries of science to transform medicine”.*
- *“Amgen is collaborating with digi.me to understand potential benefit of bringing a more comprehensive set of patient health data together for patients, hospital systems and to enable innovation and research”*

