



Consumers:

Shifting the Health Paradigm

The Consumer as an agent of change



Data Advances in Medicine

THEN

- Monitoring
- MD exam
- Nurse observations

NOW

- Radiology
- EKG
- Labs
- Meds
- Monitoring
- MD exam
- Nurse observations

THEN

NOW

TOMORROW

Data Advances in Medicine

THEN

- Monitoring
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THEN

NOW

- Radiology
- EKG
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NOW

TOMORROW

- Continuous location tracking
- Constant vital signs monitoring
- Transcutaneous monitoring of glucose, ETOH, etc.
- Noninvasive testing
- Exhaled breath analysis
- Testing to maintain wellness
- Increased image utilization
- Genomic data
- Proteomics
- Personalized pharmacy
- Radiology
- EKG
- Labs
- Meds
- Monitoring
- MD exam
- Nurse observations

TOMORROW

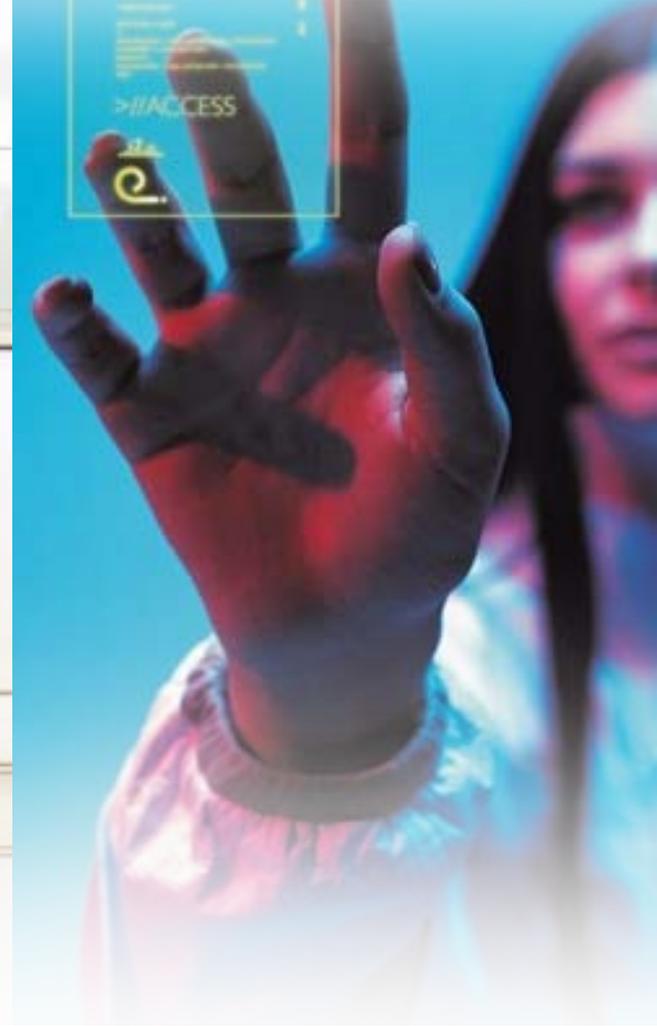
Consumer Access to Health Data



THEN

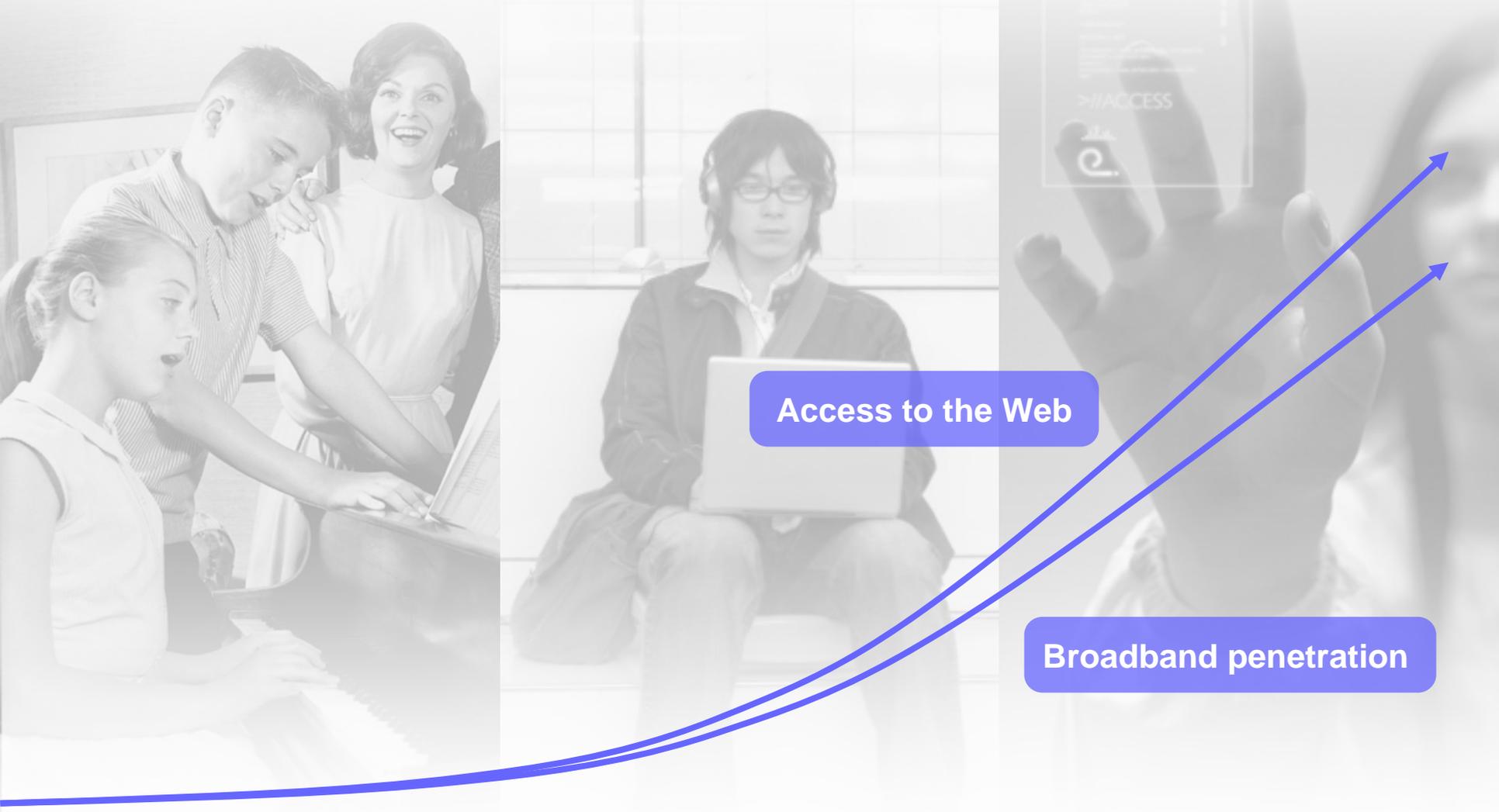


NOW



TOMORROW

Consumer Access to Health Data



THEN

NOW

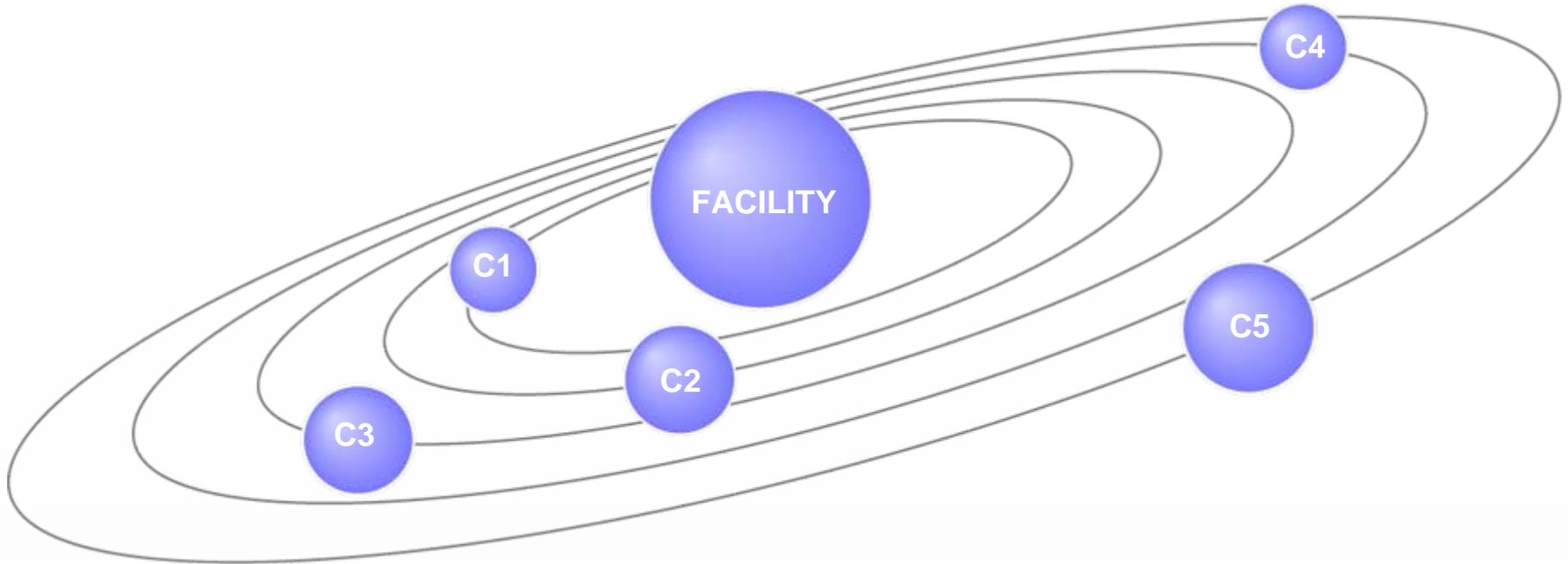
TOMORROW

Access to the Web

Broadband penetration

The Traditional Healthcare Universe

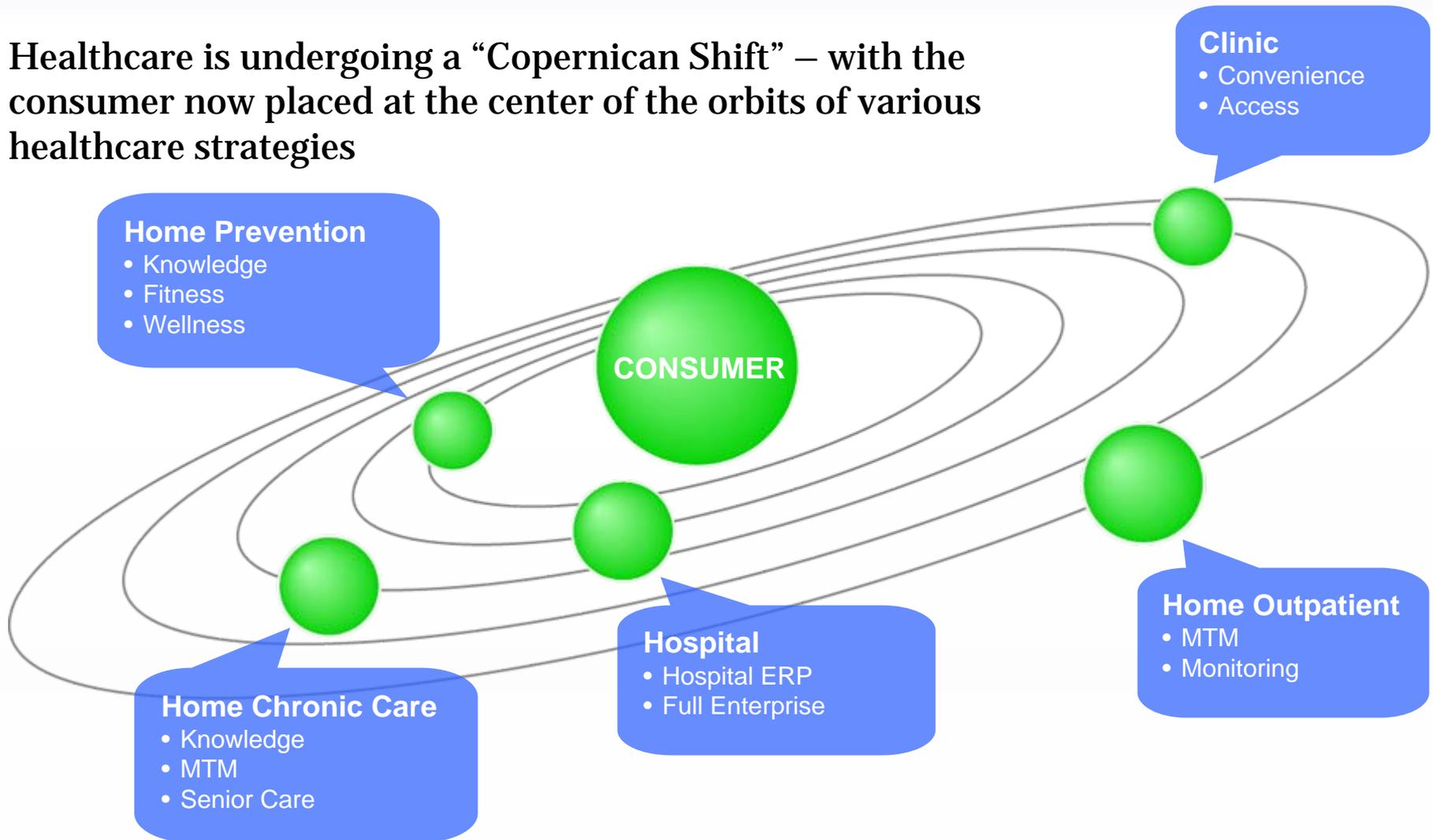
Consumers (C1 to C5) are forced to interact with facilities – focused around the needs of the healthcare provider, employer, payer or supplier, not the consumer



In 1543, Copernicus was the first to propose that the Earth rotated around the sun, while accepted scientific thought at the time believed that the Earth was the center of the universe. Copernicus effectively “changed the center of the universe”.

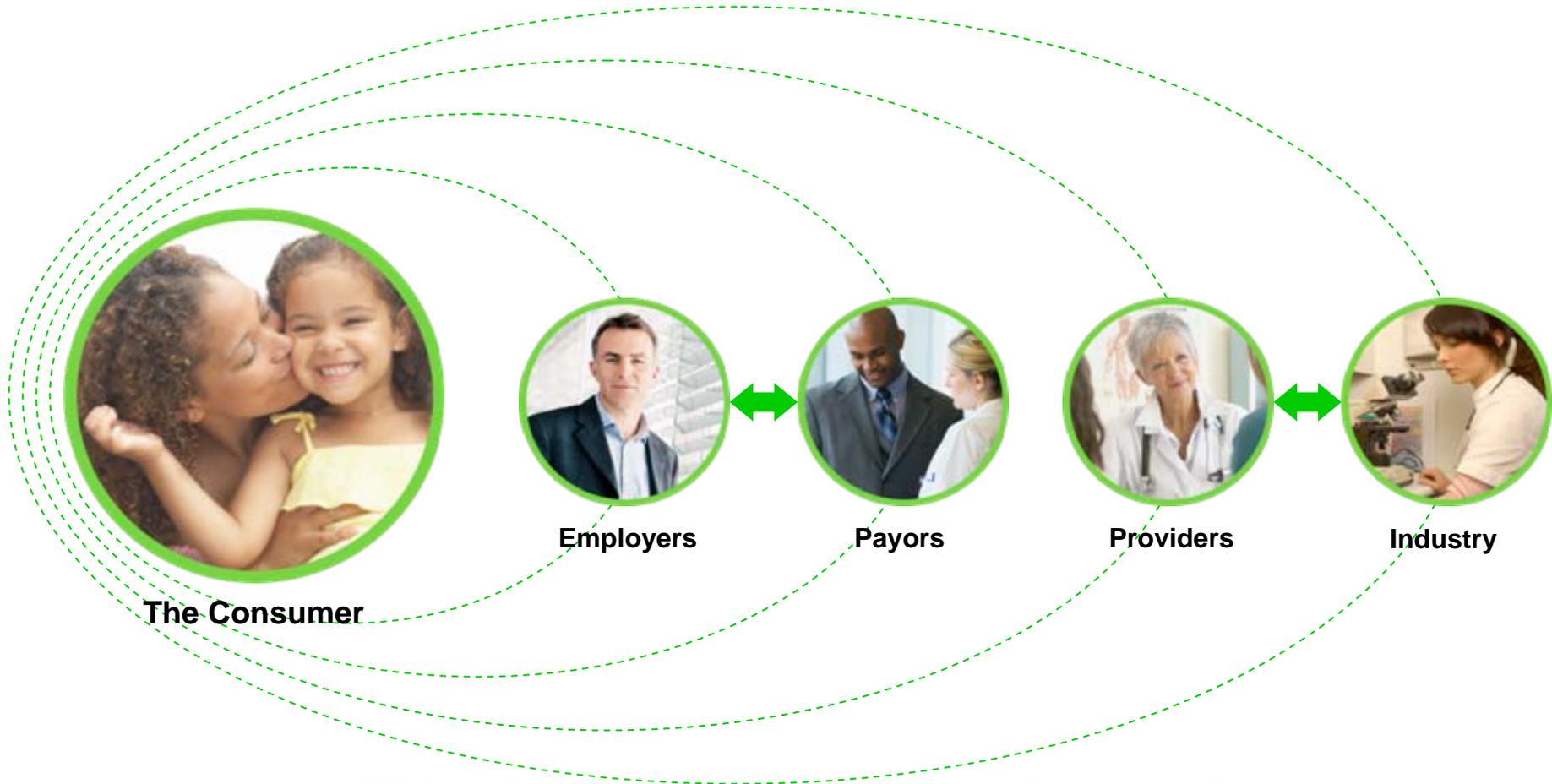
Healthcare's “Copernican Shift”

Healthcare is undergoing a “Copernican Shift” – with the consumer now placed at the center of the orbits of various healthcare strategies



Shifting Roles: Shifting Economics

- The healthcare industry needs a low cost way to contribute data by source data provider so that it's easy for consumers to have a **COMPLETE** and **AGGREGATE** view of her health state/needs/activity
- As an industry, we need to make it easy to get **DATA LIQUIDITY** with existing and future **STANDARDS**



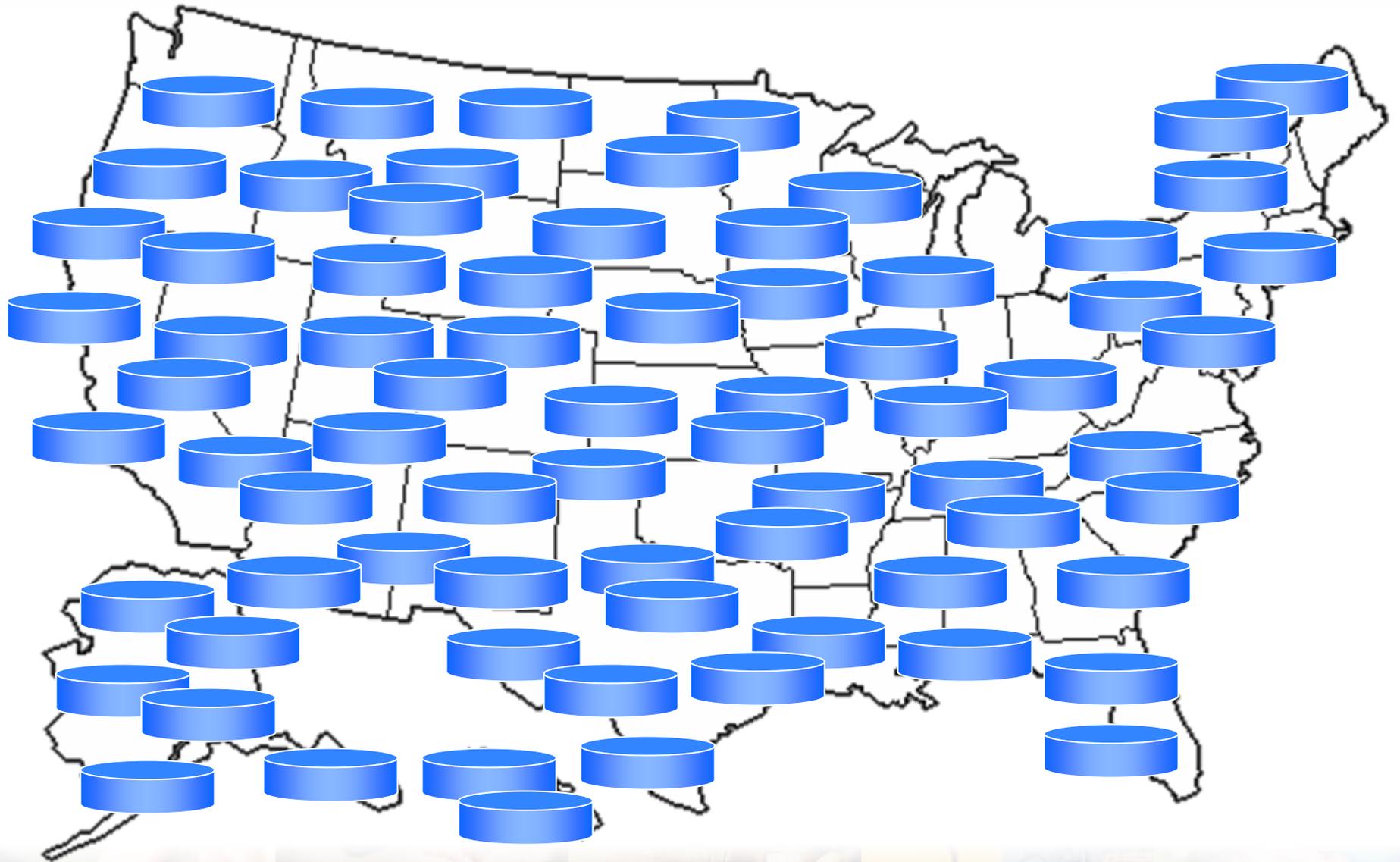
Video: The Future of Healthcare



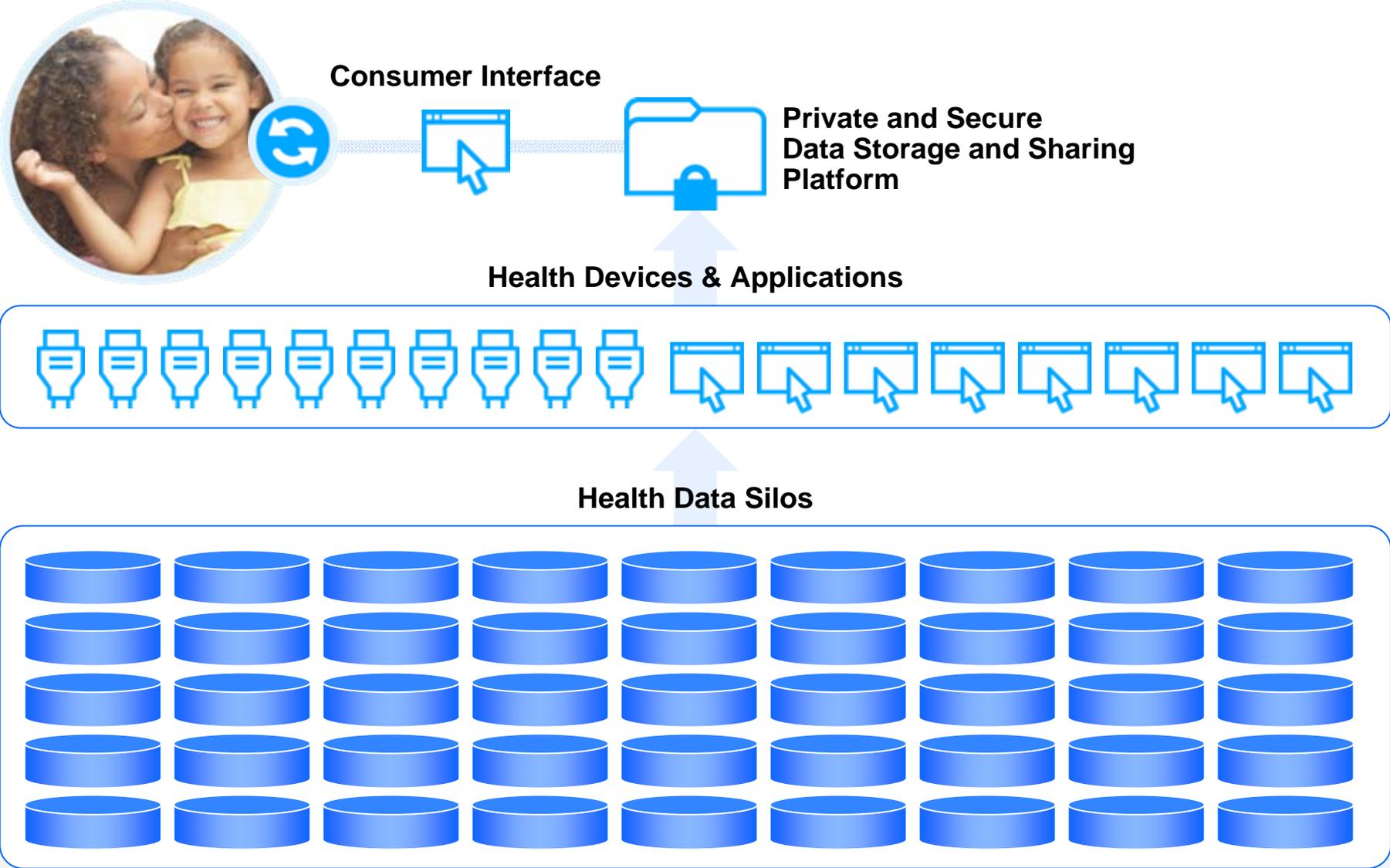
Lowering The Barriers



Silos of Data



Consumers as the Aggregators



diabetes

Search Health

Web

Refine your search for **Diabetes**

Show more refinements

Personal Health

- Smoking
- Exercise
- Family History

Conditions

- Type II Diabetes
- High Blood Pressure
- Obesity

Procedures

- Body Mass Index
- Glycosylated Hemoglobin
- Dieting

Drugs & Substances

- Insulin
- Glucophage
- Pioglitazone

Alternative Medicine

- Herbal Therapy
- Vitamin E
- Iron

Nutrition

- Dietary Fiber
- Saturated Fat
- Coffee

Article Results

Type 2 Diabetes Treatment wit... Diabetes insipidus Diabetes mellitus type 2

Diabetes insipidus

CONTENT PROVIDED BY MayoClinic.com

Introduction

When you hear the term "diabetes insipidus," you may immediately assume the condition is related to what's commonly known as "sugar" diabetes, or type 1 and type 2 diabetes mellitus. While the disorders share a name and have some common signs, in actuality diabetes mellitus (type 1 and type 2) and diabetes insipidus are unrelated.

Diabetes insipidus (DI) is a disorder characterized by intense thirst and by the excretion of large amounts of urine (polyuria). In most cases, it's the result of your body not properly producing, storing or

Web Results

MSN Health & Fitness: [Diabetes Center](#)

[Diabetes and Insulin Resistance information at diabetes.com](#)

Diabetes And insulin resistance definitions and information on insulin and type 2 diabetes. ... Alpha-glucosidase inhibitors Beta cells Beta cell stimulants Biguanide agents Diabetic ketoacidosis
http://www.diabetes.com/insulin_resistance.html

[Diabetes Information - Insulin](#)

FDA Diabetes Information ... Many people with diabetes take insulin to control their blood sugar (glucose)
<http://www.fda.gov/diabetes/insulin.html>

[Diabetes](#)

Treatment is diabetes pills and sometimes insulin injections, as well as diet and exercise. You May Have: any of the symptoms of type 1 diabetes; a lot of infections; cuts or bruises that heal slowly ...
<http://www.fda.gov/opacom/lowlit/diabetes.html>

[CDC's Diabetes Program - FAQs - Basics About Diabetes](#)

Nausea, vomiting, or stomach pains may accompany some of these symptoms in the abrupt onset of insulin-dependent diabetes, now called type 1

Sponsored Results

| 1 - 2 - 3 |

[Diabetics: Save time and money Complete this free survey from the Diabetic Alliance](#)

Have you been diagnosed with Diabetes?

- Yes
- No

Do you use a meter to test your glucose?

- Yes
- No

Would you like to receive your testing supplies at **little or no cost**, shipped to your home or free?

- Yes
- No

Take the survey now

Clicking will NOT open a new Web page (you can review your data before it's final)

diabetes

Search Health

Web

Refine your search for Diabetes

Show more refinements

Personal Health

- Smoking
- Exercise
- ...

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- Dieting

Drugs & Substances

- Insulin
- Glucophage
- Pioglitazone

Medicine

Nutrition

- Dietary Fiber
- Saturated Fat
- Coffee

DISCOVER

Quick links to refine results without doing a new search

Article Results



Type 2 Diabetes Treatment wit...

LEARN

Articles from leading industry resources that are related to the user's query

Diabetes insipidus

PROVIDED BY MayoClinic.com

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[Diabetes Information - Insulin](#)

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[Diabetes](#)

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Sponsored Results

ACT

Advertising is served up based on the relevancy of the search, plus a desired call to action in the ad.

| 1 - 2 - 3 |

[Diabetics: Save time and Complete this free survey Diabetic Alliance](#)

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Data Explosion vs. Population Explosion



Realizing the Potential for Research



A row of five computer screens displaying various data visualization tools. From left to right: 1. A screen with a grid of data points and a vertical axis labeled '2005-2010 CAUSE'. 2. A screen titled 'Azyxi' showing a large data table with columns for dates and values. 3. A screen showing a map of North America with yellow markers indicating data points. 4. A screen titled 'Public Choice' showing a line graph with a fluctuating line and a legend. 5. A screen titled 'Lee, Oliver • 67M • LI Ankle Injury • FOOT' showing two X-ray images of a foot. 6. A screen titled 'Stammer, Jeff • 50M' showing a detailed patient record form with various fields and checkboxes.

A New Way To Research

RESEARCHERS DESKTOP | Home | Site Actions | My Site | My Links

Welcome Jill

IDEA DISCOVERY & DESIGN **OBTAIN FUNDING** **EXPERIMENT, COLLABORATE & ANALYSE** **DISSEMINATE FINDINGS**

SEARCH >> **Advanced Search** | **Saved Searches**

MY PROJECTS >>

- > Gene Splicing
- > Geneology
- > Genomics

MY TEAM MEMBERS >>

- > Contacts
- > Wiki

IDEA CREATION >>

- > Definition of the original idea
- > Idea definition template with examples
- > Inspirational ideas web links
- > Discuss with inner circle of experts

REVIEW LITERATURE/ PRIOR ART >>

- > Search content sources
- > Keep track of papers, articles, abstracts which have been viewed/accessed
- > Setup alerts for the availability of the content source
- > Find applications and tools to manipulate data-sets/ simulations
- > Find datasets

DESIGN STUDY/ EXPERIMENT >>

- > Range of templates for designing exp.
- > Choose collaborators
- > Choose research methodology
- > Identify IP issues/ requirements
- > Estimate project size/equipment/cost

My Documents >>

Type	Name	Modified By
	Genomics Analysis	System Account

[Add New Document](#)

Funding Alerts >>

- > Antarctic Research
- > Broadening Participation in Computing Science
- > Science of Science and Innovation Policy
- > Physical and Structural Systems
- > Neural Systems

[My References](#) >>

Video: Collaborating to Fight HIV

Collaborating to Fight HIV

Microsoft Research

Blind Man and the Elephant





Microsoft Health Vision

**To improve health,
around the world**



The Beginning of a Long Journey...

2007

This is a long journey

Healthcare is a big and complex issue, and no single company is going to provide a complete end-to-end solution.



A close-up photograph of two hands clasped together. The hand on the left is smaller and appears to be a child's, while the hand on the right is larger and appears to be an adult's. The hands are positioned in the center of the frame, with the fingers interlaced. The background is a soft, out-of-focus natural setting with earthy tones.

Microsoft | Health Solutions Group