

disease management, labs, pharmaceutical companies, etc and other lines of business. \$6 billion is just the beginning. Future plans for patient mobile apps, social media models for physician-patient interactions, and even physician think-tank forums for particular patient cases are all just a flicker of a moment away from reality once HDNA has been rolled out.

But what about security and privacy?

HDNA is built upon a foundation of 5 patent pending processes that deal directly with HIPAA, security and confidentiality. The beauty in the architecture to HDNA is that we are merely a delivery platform and the majority of HIPAA, security and confidentiality issues are inherited and transferred between the sources and the requestor. We just deliver the information. When it comes to patient release of access to their full medical history, the patient is always in full control of their information and has the realtime ability to grant and revoke privileges to physicians requesting access to their information.

When can HDNA be publicly available?

Almost immediately. HDNA will need a group of beta users to thoroughly test for any weaknesses to the system and allow time for solution resolution. Realistic timelines for widespread release are < 90 days. User group testing can begin in < 30 days.

Industry Incentives

As part of the American Recovery and Reinvestment Act, Congress will be injecting \$36 billion of incentives over the next seven years to encourage healthcare companies to improve their IT workflow. Additionally, the Office of the National Coordinator for Health Information Technology will be changing health IT standardization from a voluntary effort to one in which standards are mandated, with hefty financial penalties for those companies that do not comply.

For Healthcare IT companies, government grants are beginning to be established to help facilitate the development of modern platforms that reduce healthcare IT and data management costs.

Competitive Advantage

- Realistically, there are no direct competitors utilizing a distributed data model. While there are a handful of companies focused on aggregating patient information (such as WebMD) for analytics, their business models prohibit realtime data accessibility and also prohibit the scalability and rollout required to operate or replicate a similar production capacity as our business model.
- It has been proven by Microsoft and Google's failed efforts in the healthcare PHR arena, that consumers are unwilling to be the vehicle for collecting and consolidating their own healthcare information. Our platform makes it seamless to the patient.
- Our platform is also seamless and transparent to providers. Once the API is implemented and certified for production use, there is no need for additional management of the process. No 3rd party applications or websites are required. Their existing systems can be outfitted to view patient information within the applications they are accustomed to using.
- First to market is also critical. Having a group of hospital systems, insurers or provider groups signed up in the beginning will create a swell of participation across the industry. This is truly a snowball model where by each new client we sign up validates the significance, invigorates life into the product, and helps standardize healthcare data communication.