MY OWN PATIENT EXPERIENCE...
THE DARK AGES OF HEALTHCARE
67% Better Informed

54% Conversation with Doctor

55% Physicians Recommend Website
REGISTERED USERS
7.1 MILLION

ACTIVE PERSONAL HEALTH RECORDS
4.7 MILLION

TOTAL MONTHLY UNIQUE USERS
64 MILLION

ACTIVE US PHYSICIANS
625,000

ACTIVE US PHYSICIANS MOBILE USERS
440,000

MONTHLY MOBILE UNIQUE USERS
39 MILLION

MONTHLY MOBILE UNIQUE USERS
1

PATIENTS IN CONTROL OF THEIR CARE

"...The best way to deal with all of this, in my opinion, is for you [the consumer] to be the boss. Don't get carried away -- it's improbable you know as much about your condition as your doctor; it's almost certain you know less about medicine overall; and there's a pretty good chance your doctor is at least as smart as you. But it is your body, your health, and your life. You are the boss – so act like it!"

– Dr. David Katz
Founding Director,
Yale University's Prevention Research Center
Heart disease is the **No. 1 killer** of men and women in the United States.

Are you concerned?

The lethal combination of artery-clogging cholesterol, fatty deposits, blood clotting and inflammation can cause heart attack, stroke and other health crises. Yet 74 percent of Americans aren’t afraid of dying of heart disease.
INFORMATION OVERLOAD FROM MULTIPLE SOURCES
CONNECTING PHYSICIANS & PATIENTS

WebMD

PATIENTS & FAMILY / CAREGIVERS

HEALTHCARE PROFESSIONALS

Clinical Summary Document
Appointment Scheduling
Secure E-Mail
Rx List
Intake Forms
Health & Biometric Tracking
Rx Alerts
Lab Results
Patient Education
Multi-lingual Support
Consent Documents
Family/Surrogate Proxy
TURNING INFORMATION INTO ACTION

BE MORE ACTIVE
Look back on past successes. Knowing you've met goals before can help you reach new ones. Tap into your awesomeness.

The Power of Positive Thinking

Steps
You took an average of 11,672 steps a day. That's a total of 81,707 steps for the week.

Dude, that's a lot of steps! Nice!
You've taken 723,298 steps since you started the program.

The average daily steps of program participants was 7,482. You got 4,190 more steps than that.

Weight
You lost 0.5 pounds.

How Fit Are Your Kids?
Essentials for raising a healthy family.

Control Blood Sugar
Treating low blood sugar? Candy is dandy, but not chocolate. Its high fat content means your body will absorb it more slowly.

Feeling Fatigued?
Why and what to do about it.
ENHANCING THE PHYSICIAN-PATIENT DIALOG
We’ve come a long way. We’ve done great things.

But, we can do more to leverage technology and improve the patient experience.