



#crowdsourcing Better Diabetes Care

Crowdsourcing 1-on-1

- Do you have a dog?
- Do you own or use an activity tracker?
- Did you walk your dog yesterday?
- Did you meet your step goal for the day?
- Did you watch The Project last night?
- Did you pack an extra shirt just in case?
- You are now wondering why did I bother?

**It doesn't matter
whether you are from**

**Boston
Bangladesh
or
Burundi**

**All lives have
equal value**



Melinda Gates

Bill & Melinda Gates Foundation

A profile photograph of Elizabeth Holmes, looking towards the right. She is holding a small, red and white microchip between her fingers. The background is a plain, light color.

**Access to
actionable
health data**

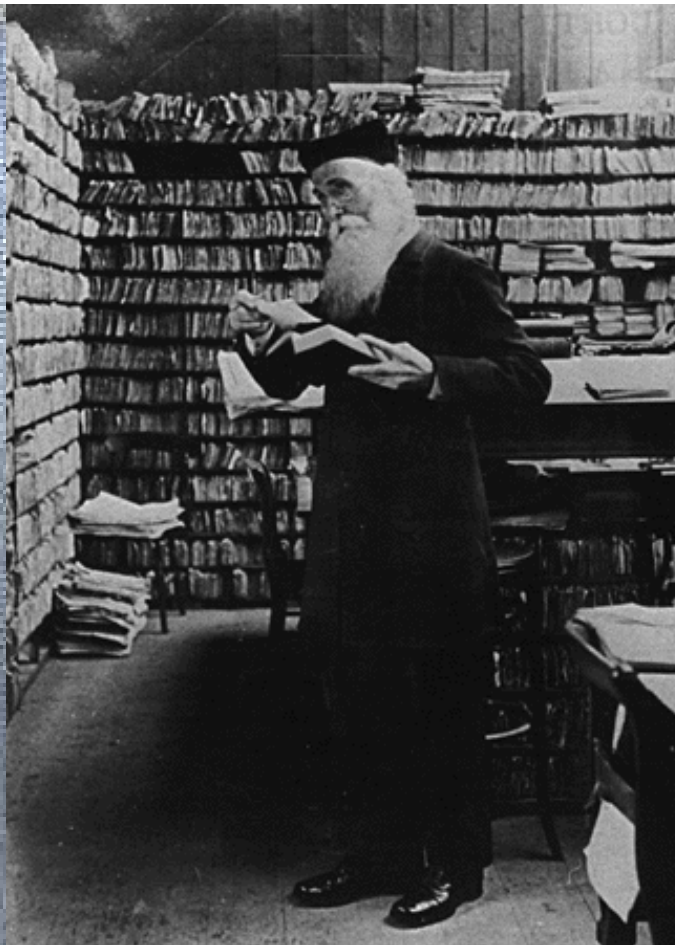
Elizabeth Holmes, Founder & CEO, THERANOS

1906

Weighing in on
the debate?



More accurate than any of the expert judges



Philological Society

1858

800 Volunteer readers

Six million over the next 70 years



1936

26,000 entries



WIKIPEDIA
The Free Encyclopedia

2001

4.5 mil articles
4,000 / day

Haiti Earthquake

2010

“4636”

“My name is J_____ my
brother is working in Unicef and I
live in C__ 11 A___ I have 2
people that is still alive under the
building still ! Send Help!”

**Thousands of lives saved
through Mission 4636**

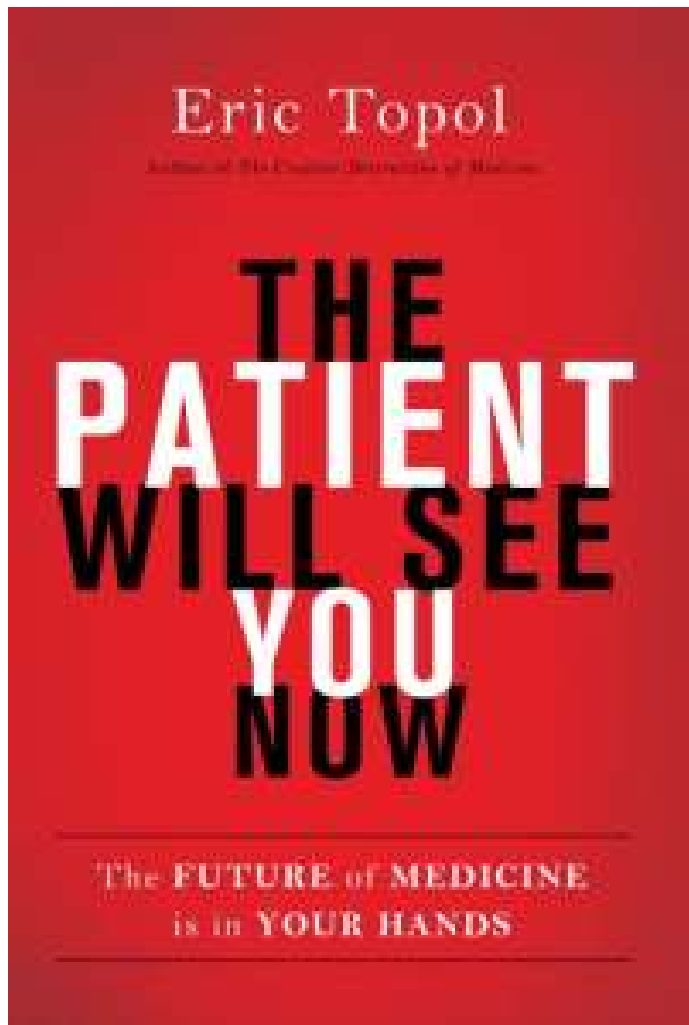
**70,000 / hr classifications
within hours of launch**

2007

GALAXY ZOO



**WHAT HAPPENS WHEN ONE SMALL SHIFT
CAN LEAD TO SIGNIFICANT OUTCOMES?**



Democratisation of medicine means the end to paternalism

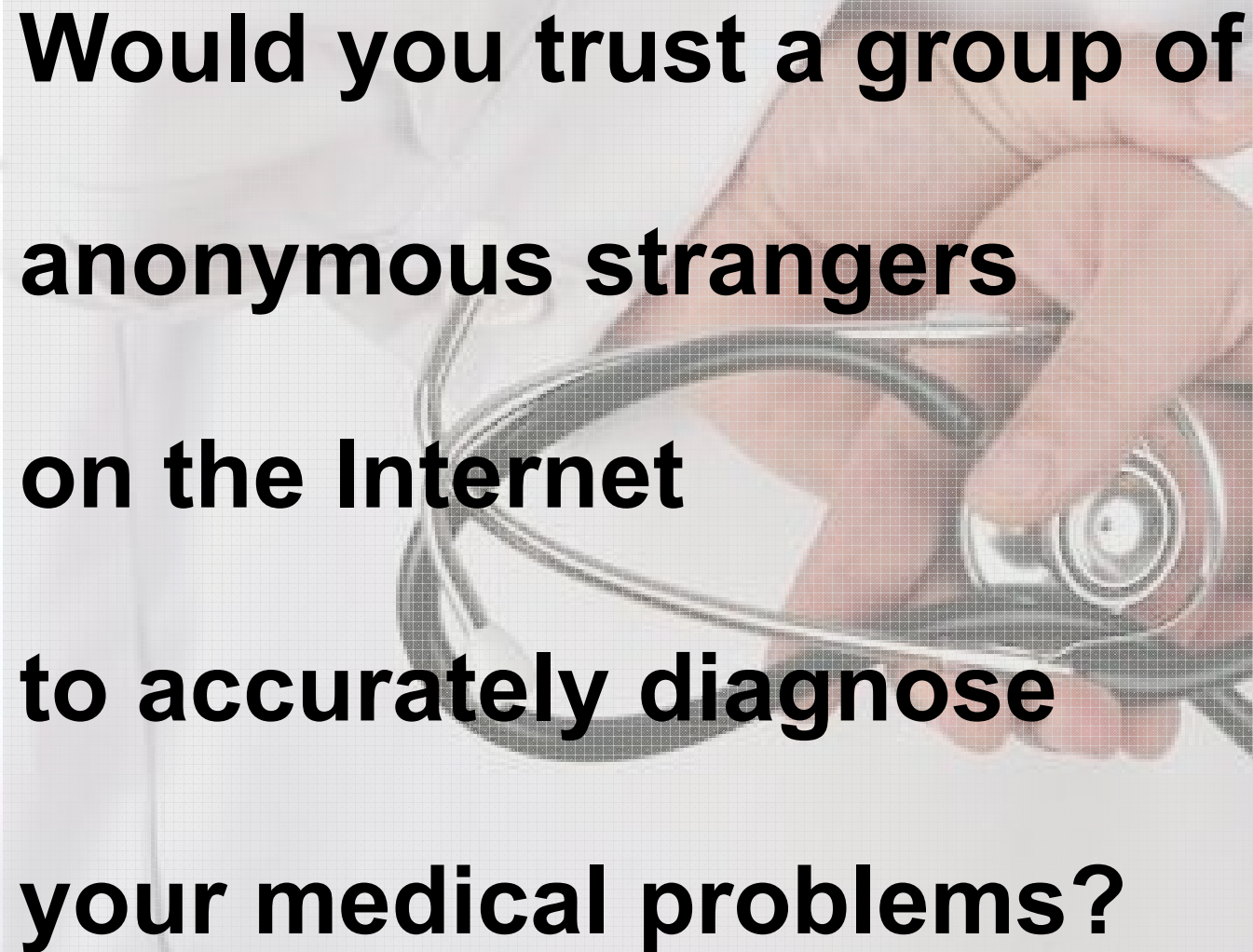
Democratisation will lead to more Peer-to-Peer (P2P) medicine.

Innovation will come from all sorts of new places.

Open health movement, patient-centered care, and value-based payments are inextricably linked.

Patients may ultimately be better at understanding risks than many physicians.

There are risks, of course.



**Would you trust a group of
anonymous strangers
on the Internet
to accurately diagnose
your medical problems?**

Hype

Or

Hope?



“average CrowdMed patient has been sick for
eight years, seen eight doctors, and racked up over \$60,000 in medical bills
before coming to the site. But once a patient submits a case, the **Medical
Detective (MD)** community typically solves it **within weeks**, at a cost of roughly
\$200”

patientslikeme®



Learn from others

Compare treatments, symptoms and experiences with people like you and take control of your health



Connect with people like you

Share your experience, give and get support to improve your life and the lives of others



Track your health

Chart your health over time and contribute to research that can advance medicine for all

**Open Research
Platform
(200,000++)**

**Research
Collaboration
with FDA**

UX

technology design (not just the design of facilities) will play a role in providing **solutions people can actually** use to their greatest benefit.

#WeAreNotWaiting

[DiabetesMine D-Data ExChange event](#) in November 2013 at Stanford University

"The aim is to make diabetes data more accessible, intuitive, and actionable... We'd like to get the data into a format where it can help increase time in (glucose) range, and achieve fewer lows and better A1C."

#WeAreNotWaiting

hardware

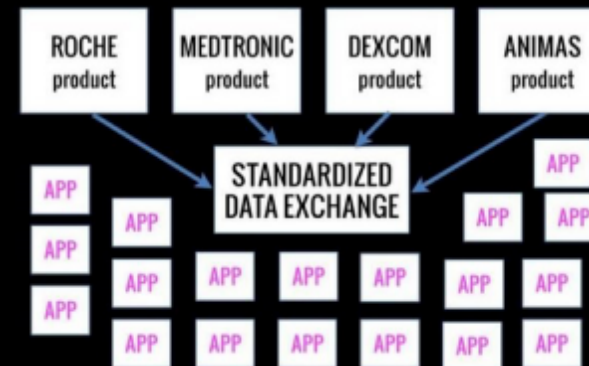
software

wetware
(humans)

DIABETES today



DIABETES tomorrow



TIDEPOOL



INNOCENTIVE®



The Ideation Challenge on Diabetes

Mining the 'wisdom of crowds' to attack disease

12 pioneering ideas for attacking type 1 diabetes





Identify and Empower and internal Champion of Change

Engage with Industry to find areas of integration.



Use the Crowd to Build a Crowd !

A hand in a white shirt pointing towards a group of blue person icons. One icon is circled in red.

#ThankYou

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