



**FOR IMMEDIATE RELEASE**

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## **The Consumer Driven Cure for Healthcare Interoperability**

### *A Disruptive Block Chain Solution Puts the Patient First*

**Newport Beach, Ca, March 2018**— Imagine a world where precious healthcare data is liberated from the many private data silos and placed in a secure distributed data network. A network where frictionless data exchange is guaranteed, as is each patient's full control over access, utilization and monetization of their personal health information.

The PatientDirected.io solution allows all parties to benefit from a shift to distributed data, one that can improve patient outcomes, reduce healthcare costs and accelerate innovation and breakthroughs within medical science.

PatientDirected.io leverages HIPAA law to rapidly liberate patient data from inaccessible data silos into a secure distributed data network, under the control and governance of the consumer. The platform is designed to facilitate healthcare data exchange and monetization of this precious information to reduce consumer and systemic healthcare costs. PatientDirected.io utilizes the latest technology based on Ethereum blockchain and Inter-Planetary File System (IPFS) to create a trusted, accessible and community managed source of healthcare information. Inherent smart contracts are used to track information exchange and associated monetary transactions. Layered security is provided via a novel HyperVPN encapsulated IPFS subnet, with each node encrypted at rest. PatientDirected enforces electronically verified identities in addition to multi-sig/multi-factor access control. "It is my belief that only the patient/consumer can drive the needed change as it relates to healthcare data interoperability, and that by empowering the patient through a solution like PatientDirected.io, real change will occur rapidly and with significant long-term benefit for the patient, the health care system and medical science." – Dr. Thomas Giannulli, Founder.

*Unique and disruptive, PatientDirected.io benefits the patient first. It intends to lower the cost of care for each patient by allowing them to monetize their healthcare information - 98% of these funds go to*

*the patient. PatientDirected.io intends to rapidly end the current healthcare information exchange stalemate by focusing on the consumer and facilitating their collective will for better care and lower costs.*

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If you would like more information about this topic, please email our team at [info@patientDirected.io](mailto:info@patientDirected.io)