

For Immediate Release

Unlocking the Value in Healthcare Data starts with a New Mobile User Interface

The key is an autonomously programmable user interface that leverages your purpose driven analytics to deliver preventative care in support of a prescriptive daily care plan for each individual patient.

BOULDER, COLORADO (August, 2018) – *Thinking differently* is the foundation of Boulder, Colorado based 3PHealth according to founder and CEO, Peter Cranstone. “Our goal was innovation without disruption when we focused on the challenge of enabling a personalized, evidence-based, longitudinal care map and access to a health ecosystem that brings together exactly the services each individual patient needs via mobile.”

Choice® is a software tool that addresses one of healthcare’s greatest challenges. How to meaningfully and empathetically create a seamless user experience that engages individual patients with a prescriptive daily care path, by enabling them to choose the products and configurations they want from an ecosystem of healthcare vendors, all from their mobile device.

Choice® is designed to solve **three key business problems**:

- 1. Data Interoperability and Mobilizing Protected Patient Health Data Across Value Networks.** Choice® enables you to connect the dots and weave together all of the care continuums in support of a patient’s longitudinal care map by mobilizing meaningful consent to use patient data across decentralized care ecosystems. Choice® includes a HIPAA/GDPR compliant patient-controlled consent mechanism that is simple to integrate via web standards.
- 2. Using Your Purpose Driven Analytics to Provide Preventative Relevant Daily Care for the Patient.** Organizations struggle to deliver convenient, prescriptive, individual focused daily care that supports long-term healthy behaviors. Choice® enables you to engage each individual on a daily basis in a meaningful and consistent way. It transparently enables intuitive navigation of complex care systems and value networks, while ensuring that on-boarding remains simple.
- 3. Closing the Healthcare Loop - Refining Your Engagement Strategy for Optimal Impact and Lower Costs.** Choice® enables you to close the engagement loop by supporting a patient’s healthy behavior change and empathetically engaging each individual daily, based on their unique intrinsic motivators. It offers the enterprise a competitive/collaborative advantage by optimizing their value network relationships. Choice® enables virtual scale, seamless access to lower cost business models, and both transactional and recurring revenues.

Choice® overcomes existing technology constraints with two key innovations. We combined a simple, consistent **data privacy** and **individualization navigation** framework with an **autonomously programmable user interface** (via HTML) to support intuitive navigation of complex care ecosystems. Choice® is web standard, simple to integrate with all existing infrastructure, and can scale from a single patient, to tens of millions of patients.

For more information or a product demo, contact info@3phealth.com or visit www.3phealth.com

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