



# 3PHealth – Health Tailored to You

## About Us:

- We're 5o9®, Inc., dba 3PHealth.
- Our Philosophy – Your business strategy must drive IT architecture.
- Our team has a proven track record of global web innovation in daily use.
- Our focus: enabling **Health Tailored to You** - supporting individual variability.
  - The U.S., the federal government launched the Precision Medicine Initiative for “[health tailored to you](#).” The initiative then [defined precision medicine](#) as “an emerging approach for disease treatment and prevention that takes into account individual variability in genes, environment, and lifestyle for each person.”
  - Notice the nuanced difference between healthcare “tailored” for each individual (personalized medicine) and care that **“takes into account” individual variability [precision medicine]** This includes far more than the health histories and chief complaints our current EHRs capture, to include individual DNA, living environment and daily health habits. ([source](#)).
- The **Health Tailored to You** challenge - Enabling meaningful, measurable, sustainable patient engagement by addressing the health and well-being needs of each individual. Current technology limitations cannot support all of the services required in real-time to create a meaningful, sustainable, and empathetic individual experience and integrated care continuum, that engages each individual with a precision daily health plan tailored to their individual variability.

## What is Choice®:

- Choice® is a mobile app for an Everyday Healthy Life. Choice® enables the Enterprise to orchestrate all the required resources for my health into a single empathetic digital experience tailored for me in real-time, while respecting my data privacy.
- We license our product code so that you have control of the technology platform, ecosystem monetization and compliance management.

## Choice® value proposition to the individual:

- [Creates](#) a meaningful, trusted, sustainable, and empathetic individual patient experience and integrated care continuum that engages each individual with a precision daily health plan based on their choices.
- [Presents](#) each individual patient with a choice of the products and configurations their needs and wants based on price transparency, from a converged, collaborative network of health, wellness and community vendors, while respecting their right to privacy.
- [A unified individual ecosystem experience](#): Intuitively navigate and present each individual with the choices they need to engage daily and reinforce behavior change.

## Choice® value proposition to the Payer/Provider/Employer:

- [Risk mitigation](#): High quality individual data to minimize financial risk. Real-time data that is accurate, complete, appropriate, relevant, consistent, reliable and with each individual persons’ consent.
- [Access to other market verticals](#): Building digital networks of loosely coupled value-enabling partnerships is both a strategic and an operating imperative.
- [Benefits from a financial control point that](#) provides them with measurable, sustainable, profitable net new revenue from volume and lower costs.

## Choice® supports your business requirements:

- [Actively engage](#) each individual through the entire care continuum to improve outcomes and lower costs.
- [Collaborate in real-time](#) with health system and community members to build a system of access and navigation choices that reflects each individual's needs, values and preferences to self-direct care, based on real-time consent of private health data.
- [Provide a unified individual ecosystem experience](#) to intuitively navigate and present each individual with the choices they need to engage daily and reinforce behavior change.