

BECKER'S \_\_\_\_\_  
**HOSPITAL REVIEW**

Healthcare Solutions and Business Models That Were Not Possible  
Before Blockchain & Where We Are Headed.

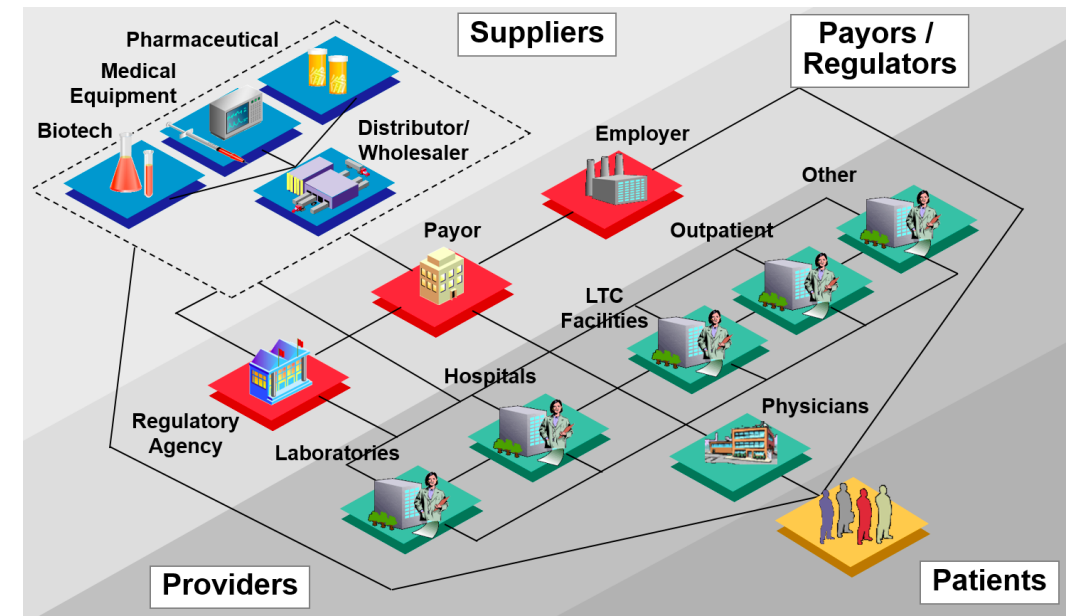
It's Not About the Hype, It Is About What Comes After That.

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Hashed Health  
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# Healthcare: Working As Designed

- Transaction Focused.
- Lacks Consumer Choice.
  - Irrational Pricing.
  - Less Competition.
- Massive Infrastructure.
- Massive Administrative Burden.
- Development on Silo'd Systems.



## The Big Problem: Prices & Inefficiencies

18% of GDP in 2018

>\$5.7T by 2023

1/3 Administrative Waste

# “Blockchain” In Context



It is a transformative **new way of developing products** at the market level. New approach to old problems that thrive on the lack of trust, transparency and the alignment of incentives.



“Blockchain” represents a **spectrum of technologies** that power distributed networks. There are a number of tools and protocols to choose from along this spectrum, depending on the business problem’s need for:

- censorship resistance,
- privacy,
- permissioning,
- throughput,
- payload,
- data elements,
- scalability,
- business model constraints,
- governance constraints...

Bitcoin proved that by moving

**trust**

to the software we change how

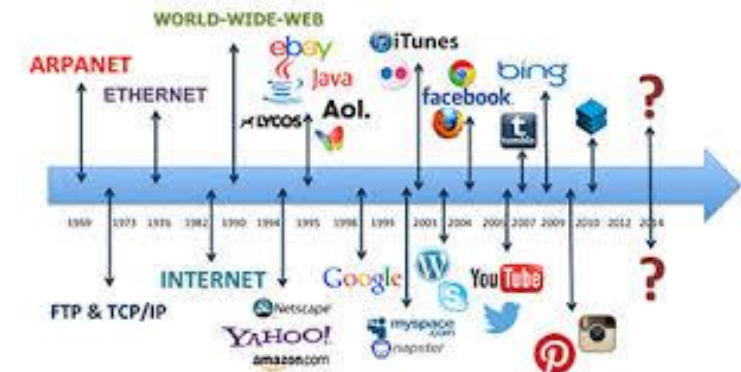
**digital assets**

are transacted across value chains.

# The Internet of Value

	www	www 2.0	www 3.0
Primary focus	<b>information</b>	reputation	<b>value</b>
Primary unit	<b>search / links</b>	likes	<b>assets</b>
Dominant Platform	Google	Facebook	?

Gartner: \$3T by 2030



# "The Early Days"

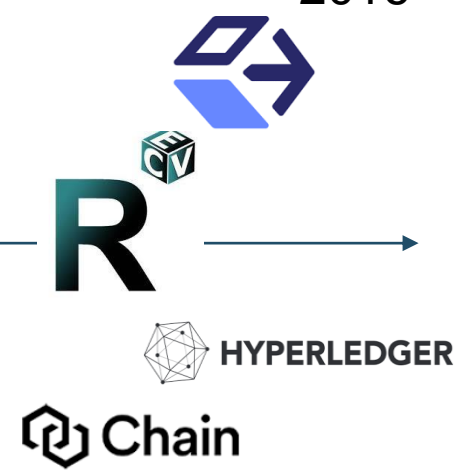
2008



2015



2016



2017



2018



## Early Healthcare Considerations:

- MVNs & MVPs
- B2B vs B2C
- How Fast?
- Which Use Cases?
- Protocol Anchor?

POCs  
ICOs

Health / Life Sciences  
Community-Building

POCs & Market Development

Product Development

# 2+ Years Experience with Digital Assets

- Physician Identity
- Services
- Claims
- Products/Supplies
- Patients
- Clinical Trials



Proof-Based Contracting Initiative

Track & Trace (x2)



# Interstate Medical Licensure

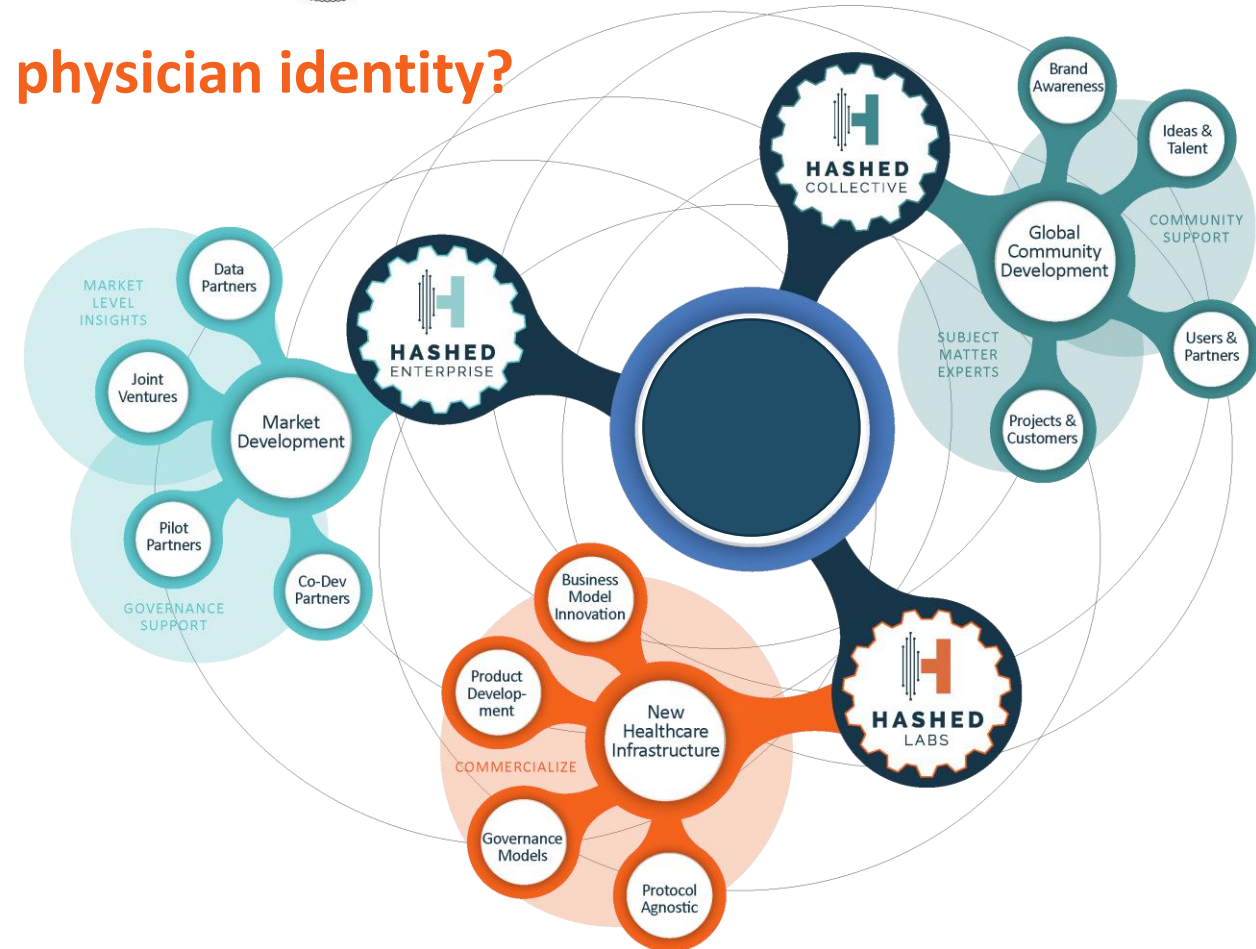
**Old problem: How do states collaborate on physician identity?**

**Old solution:**

- Centralized company
- Centralized business model
- Centralized database
- Charge rent for access

**New solution:**

- Shared ledger
- Exchange business model
- Digital Asset = Identity Artifacts





# New Business Models

Example: Decentralized exchange / marketplace

- “Tokenized” digital assets are created
- List asset on the Exchange for consumers
- Creates a rational, decentralized market for trading
- Allows for innovation on the buy & sell side
- Creates a foundation for smart value-exchange innovation & automation

# A Credentialing “Exchange” Business Model

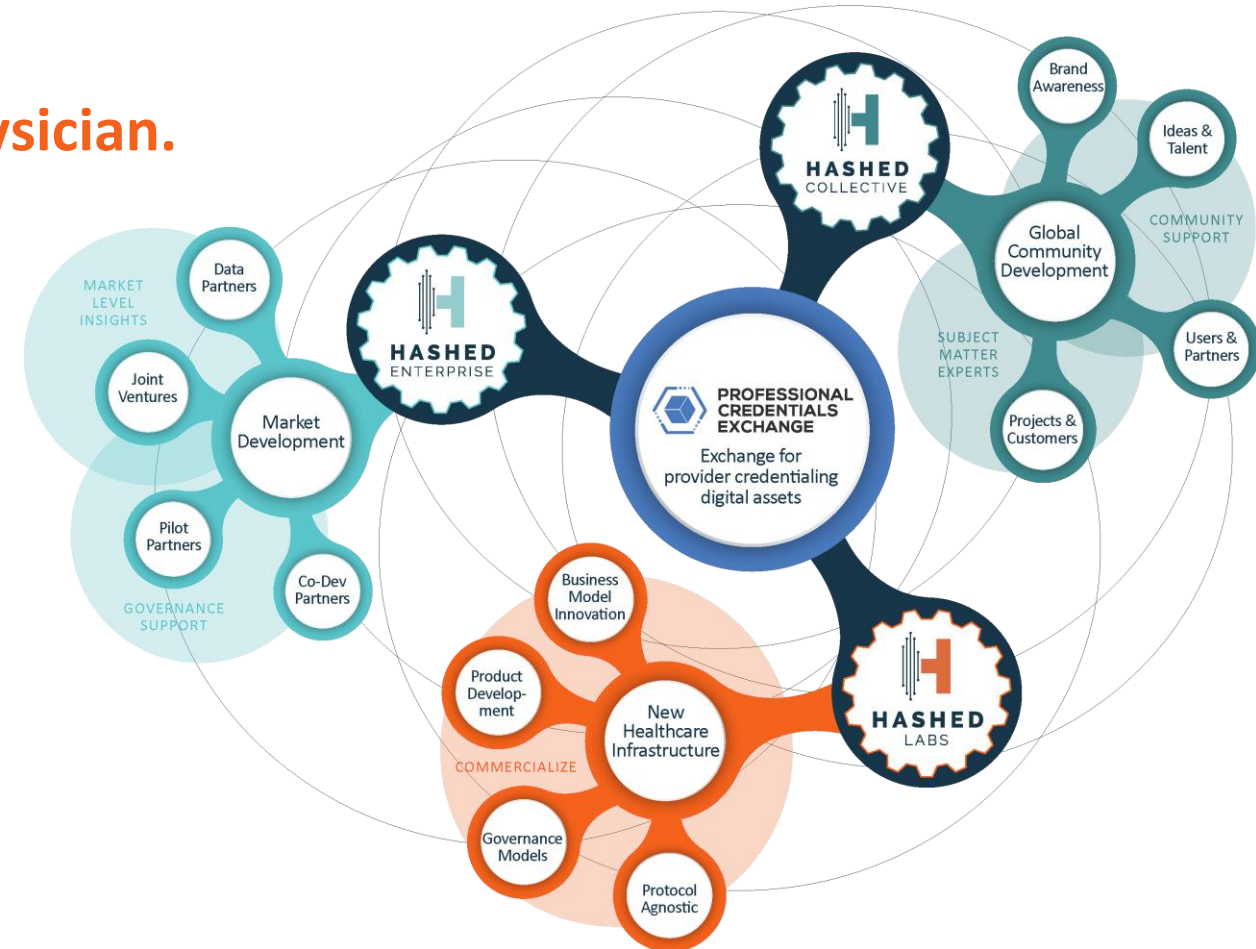
It takes 4-6 months to credential a new physician.  
That’s \$7500 / day in lost revenue

## Old solution:

- Centralized business
- Aggregate licensure & credentialing information
- Sell data

## New solution:

- Exchange business
- Put together buyers and sellers
- Facilitate network activities



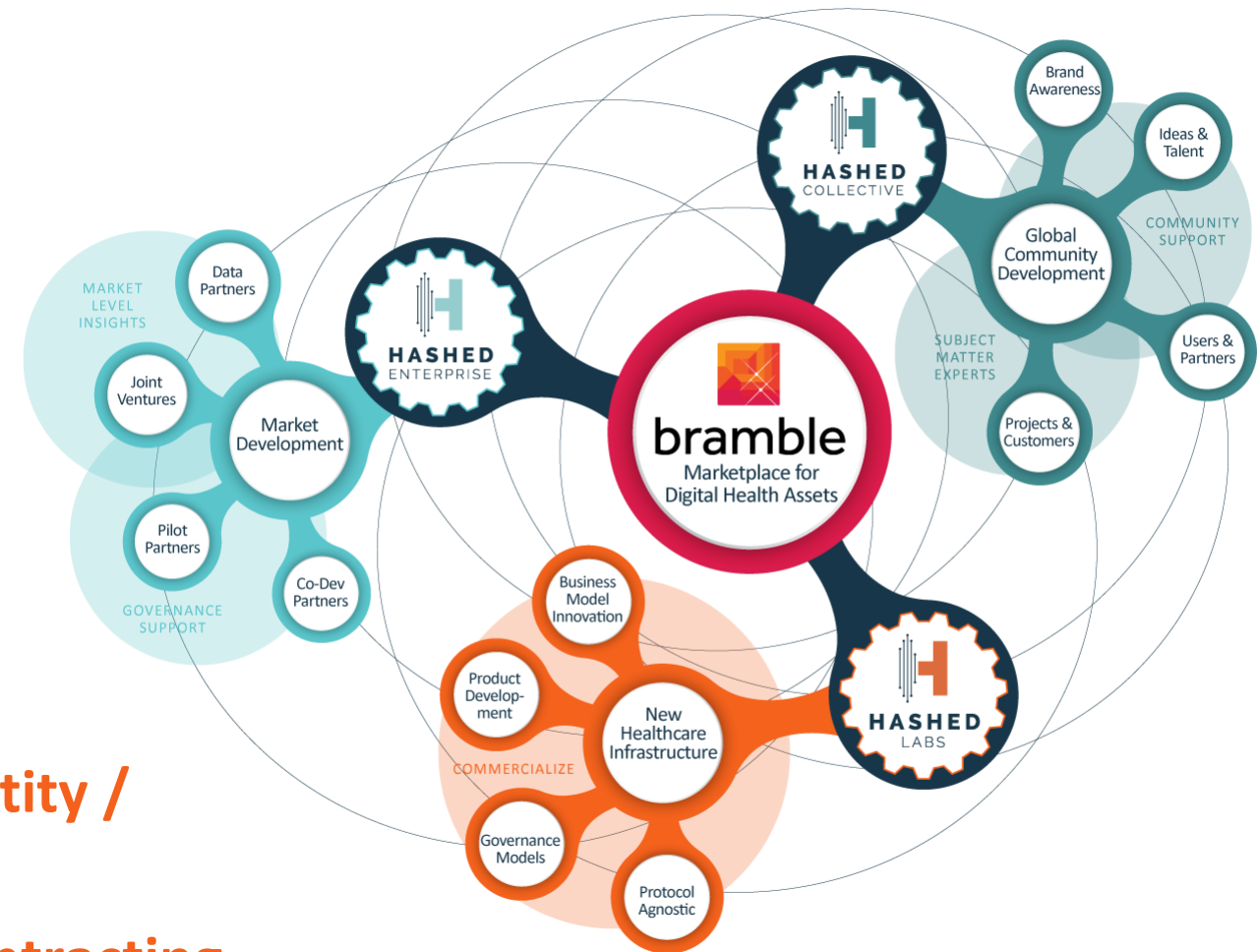
# A Services “Exchange” Business Model

**Old problem: Competition, choice, and rational market forces in the buying and selling of healthcare services.**

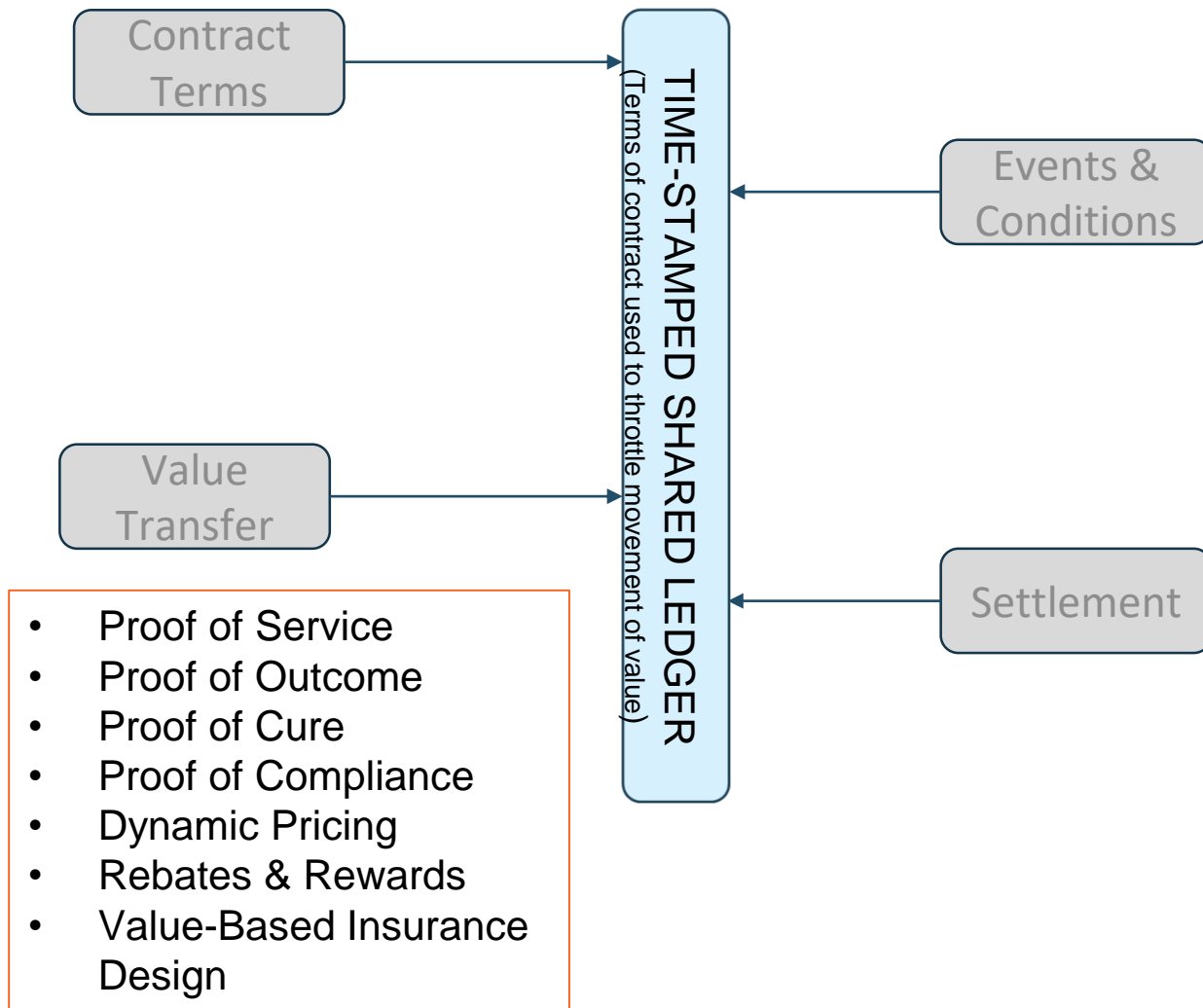
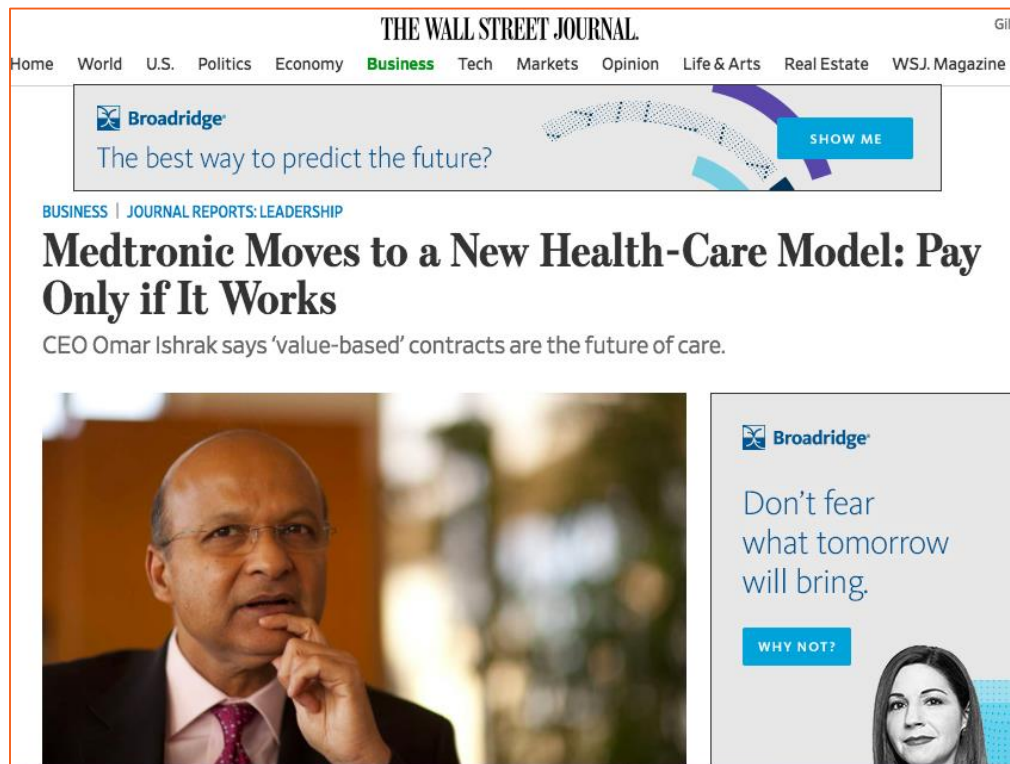
**Old solution: Pipelines / Impossible**

**New solution:**

- **Service Innovation: NFTs (with unique characteristics)**
- **Identity Innovation: Buy & Sell Side Identity / Reputation Functions**
- **Contracting Innovation: Value-Based Contracting Model**



# A New Model for Value-Based Contracting





# Why do you need a blockchain for these use cases?

1. Market-level, multi-constituent process
2. Trust
3. Transparency
4. Alignment of incentives
5. Programmable asset transfer (overcome limitations of the current infrastructure)

# The Opportunity / Challenge

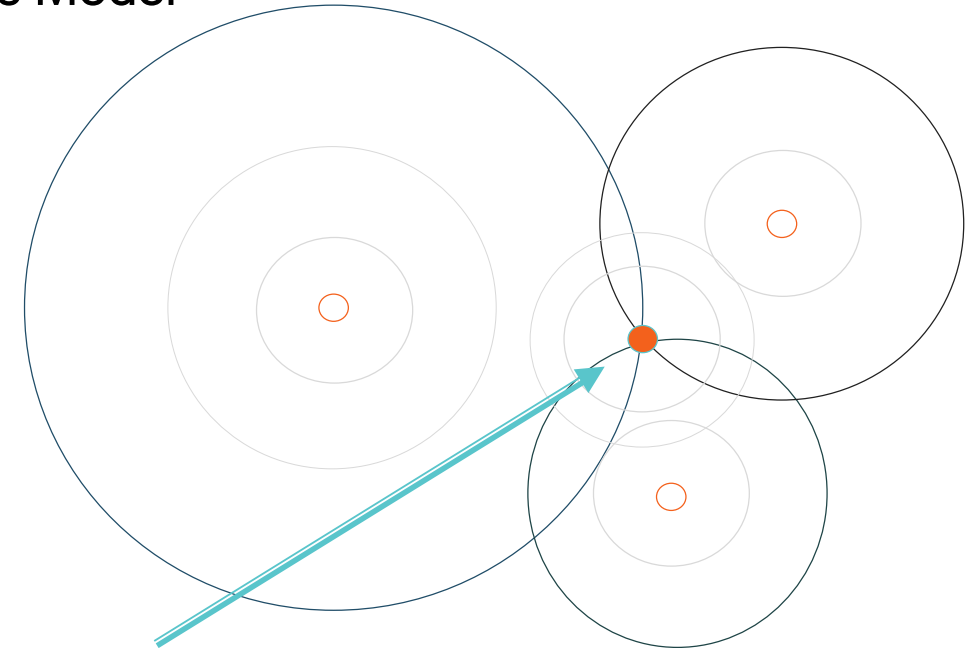
*Why All the Hype?!?!?*

It's the Innovator's Dream Come True...

- **new ways of building** applications.
- **new infrastructure** designed for trust, transparency & incentive alignment in healthcare.
- **new business models** designed for adoption.
- **new actors & jobs** in markets.
- **new economies / markets / value chains.**

Business Model

Technical Model



*Finding this is hard but potentially very rewarding.*

Network Governance Structure

# Collaboration / Consortia

- Old Problems Suffer From Failures of Trust & Collaboration
  - Patient-Centered Care, Data/Medical Records
  - Centralization, Pipelined Value-Chains,
  - Irrational Markets
- Collaborate starts with communication & the sharing of ideas.
- Blockchain presents us with a unique opportunity.



# Working Together to Change the Relationship Between Commerce & Care

Questions? Want to Join the Conversation?

*Collective: <https://chat.hashedException.com>*

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