

Notes from the Village

Building the trust network around your health data, one update at a time.

Verbatim Responses to

What would it take to earn that trust—and to be worth paying for?

Maybe one or more of the following:

- Public demonstration of the product in use.
- Public demonstration of the product specifically for caregivers.
- Collaboration with known patient portals. Or...
- Seeing your product's electronic health records as a default feature in existing patient portals.
- Case studies highlighting how elderly caregivers, child caregivers (not all caregivers are old), doctors, nurses, physician assistants, and nurse practitioners engage with patients in new supportive ways now that your product exists.
- Company interviews/ads on podcasts and in magazines like AARP, [Forks Over Knives](#), [Outside Magazine](#), and [Bicycling](#) (wherever health-conscious people go). Also on podcasts like [Her Money](#) with Jean Chatzky. Not because of the medical expenses angle, but because a podcast like this is all about choice, control, and independence.
- Seeing brochures of your product at county Offices of Aging.
- Seeing brochures or demonstrations of your product at 55+ communities, assisted living communities, rehabilitation facilities, and physical therapy facilities.

I would pay if I could also input my own data. I am supposed to keep a daily headache calendar on paper and bring it with me to the neurologist. I am told I have abdominal headaches--do GI doctors know that, and how do they deal with that data? So far, they give me a blank stare, as I did, because I did not know there was such a thing, and does it affect my reflux?

Will it help my health team provide better care, or just give me a vault only for me that I now have to communicate with a doctor — I will keep my paper copy?

Can it help me fill out all those forms the doctors, counselors, etc want? That is my 5-minute quick reply.

I would if I was sure that all the data was accessible - from my current MyChart to Follow My Health, which represents the last 22 years of my health life.

You won't sell it — no cashing in on my data without my say-so

It's mine to take anytime