





# WALKING BILLBOARDS FOR UNHEARD PATIENTS

BY AMY DOCKSER MARCUS

**WHILE GIVING** a lecture at a medical conference in 2014, Karen Hein wore an unusual outfit. From the front, it looked like a simple business jacket. But at the end of the speech, Dr. Hein turned around and let the audience view the back.

There they saw a painting of Dr. Hein, dressed in a white medical coat and cast as a shepherdess, leading a herd of goats ridden by children. Holding her hand in the picture was her husband, dressed in a hospital gown, a symbol of his life with Alzheimer's disease.

Dr. Hein explained to the audience that the painting carried her message: Physicians are partners on a journey with all those around them. To her friends, she admitted that when she first put on the jacket, "I cried."

Dr. Hein's jacket was created by Regina Holliday, a patient advocate and artist who paints



# 90%

90% of patients with access to their electronic health data willing to share for research

Companies that provide 90% of EHRs used by hospitals nationwide have pledged consumer-friendly interoperability



**big trends**



**massive opportunity**



patients have  
unprecedented  
data access

patients are ideal  
data aggregators




# 2

patients have  
unprecedented  
data access

patients are ideal  
data aggregators

90% willing to share  
for research



researchers are voracious for data

patients have unprecedented data access

90% willing to share for research

patients are ideal data aggregators

3





patients  
data  
hope

researchers  
hungry  
eager



sharing is hard

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