



PRESS RELEASE

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– FOR IMMEDIATE RELEASE –

BROOKLYN, NY— Betterpath, a New York-based consumer technology company, today launched a [Reg. CF equity offering on the StartEngine Platform](#). The Company will raise up to \$1.07M from the general public to finance the launch of their “smarter” Health Savings Account - The BetterHSA (<https://hsa.betterpath.com>).

Health Savings Accounts (HSAs) are designed to make healthcare more affordable for consumers by providing tax breaks on health-related expenses. BetterHSA seeks to go further by helping people collect and organize their health data into an asset that can be monetized at their discretion. With the recent explosion of media coverage on data privacy and data ownership, consumers are more aware than ever that their personal data is being bought and sold by others for financial gain. BetterHSA capitalizes on this sentiment by providing users with opportunities to generate passive income from their data through the first and only [Terms of Service](#) that explicitly shares profits with users. For the initial launch promotion (August - October), Betterpath is “putting their money where their mouth is” and paying consumers up to \$500 cash just for signing up and contributing data.

Betterpath’s latest offering follows its initial release of a [technical whitepaper](#) in January 2018 describing the Company’s vision of a Consumer-directed Exchange (CDX) for health data. From the whitepaper: *“The CDX Protocol alters the economics of healthcare by financially compensating consumers for the access and use of their data, leading to a more cooperative healthcare economy based on the collective social utility of complete health information.”* The CDX will utilize an Ethereum-based blockchain to track the use, disclosure, and access of health information, ensuring users can maintain control over who can access their data and how their data is used. Betterpath anticipates conducting a Reg A+ Tokenized Security Offering (TSO) later this year, and will be allocating an initial 20M CDX Tokens to early investors as perks for participating in this Reg CF round.

“We’ve developed an approach that incentivizes data owners - individual consumers - to take control of their data and get paid in cash every time it generates revenue. Helping people take ownership of their data isn’t just the right thing to do; it’s also the first step toward realigning the entire health system for everyone’s benefit.”

– Matt Sinderbrand, CEO of Betterpath

Unlike other personal data monetization blockchains that use cryptocurrencies as incentives, Betterpath will pay users in cash (\$USD) to sign-up and develop their health data assets through the BetterHSA. By opting-in to opportunities like receiving targeted advertisements, fulfilling sponsored surveys, and learning about research studies, users will have full control over how their data is monetized. Users will receive monetization opportunities based on the marketplace demand for their data (typically disease- or medication-based), meaning that users with chronic diseases where competing therapies are available

will benefit from the more lucrative monetization opportunities. In this way, BetterHSA seeks to make healthcare more affordable for the individuals and families who need it most.

“We know that to start fixing healthcare, consumers must be in control of their health data. After working on this problem for 15 years, we’ve learned that the best way to motivate people to take on this responsibility of data ownership is show them that it’s financially meaningful to do so. The health data market is in excess of \$100 Billion USD and sharing in that vast marketplace is something that Data Owners should be entitled to.”

-Gary Sinderbrand, Executive Chairman of Betterpath

ABOUT BETTERPATH

Betterpath is building a Consumer-directed Exchange where all stakeholders in healthcare will benefit from easier access to more comprehensive information. The technical capacity to realize this system now exists, but the gatekeeper to complete health information must be motivated to take on the burden of collecting all their health data from all its sources. Betterpath solves this problem by making data ownership financially meaningful, easing the burden of data collection while reducing the cost of healthcare to you, the consumer. By aligning disparate silos of information around each individual, Betterpath seeks to reconcile crucial supplies of health data to facilitate progress toward a more holistic health system.

Website: <https://hsa.betterpath.com>

Team: <https://betterpath.com/team>

Campaign: <https://www.startengine.com/betterpath>

To schedule interviews with the Betterpath leadership team email: hello@betterpath.com or text 609.457.3355