



## PRESS RELEASE

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– FOR IMMEDIATE RELEASE –

BROOKLYN, NY— Betterpath, Inc. a New York City-based health technology company, released a Whitepaper on January 23<sup>rd</sup> 2018 describing the world’s first decentralized Consumer-directed Exchange (CDX) for health data. The paper outlines how an Ethereum-based blockchain can be used to create a Cooperative economic marketplace where consumers (patients) are paid whenever their health data contributes to the creation of valuable insights, also known as Signals.

*“The fact that diagnostic errors account for 10% of all deaths in the U.S. means our system is incapable of effectively using data to guide treatment; in its current form, data is fragmented, unstructured, inaccurate and most importantly, incomplete. To capture the complete sets of information needed for evidence-based medicine, we’ve developed a system that incentivizes data owners - individual consumers - to contribute their data to a Cooperative and get paid every time it’s used. Simply by capturing and refining complete data on behalf of each individual owner, the Ethereum-based CDX described in our Whitepaper brings to light efficiencies that could potentially alter the economics of healthcare by reallocating \$1T of waste back to the traditionally ignored consumer.”*

– Matt Sinderbrand, CEO of Betterpath

Modest adoption of personal health data platforms like Microsoft HealthVault and Apple HealthKit indicates that merely giving consumers a way to securely store their data isn’t valuable enough to stimulate widespread adoption. The CDX Cooperative model uniquely incentivizes consumer adoption through financial compensation based on the commercial value of an individual’s data contributions, creating the foundation for a consumer-driven economic marketplace to emerge based on the collective utility of complete health data. The vision described by Betterpath in this Whitepaper utilizes a pre-existing platform of digital tools to capture and normalize all sources of health data into actionable, structured datasets, also known as Signals.

*“Never before has anyone in the healthcare community come forward with such a comprehensive vision for unlocking the value of health data. From protocols to user empowerment to transparency, we’re very excited to see what the power of our unique blockchain-based approach can do in healthcare.”*

– Brandon Stiles, CTO of Betterpath

Betterpath notes that the technologies required to create a viable CDX are already fully functional, approved for FDA-regulated research, and [protected by patents](#). To raise the capital required to activate the CDX Cooperative, Betterpath intends to launch a Simple Agreement for Future Token (SAFT) offering to accredited investors within the next 45 days ([betterpath.com/cdx](https://betterpath.com/cdx)). Initially sold as securities to comply with SEC Reg. D, these “CDX Tokens” convert to utility once a data buyer purchases CDX access through a Signal sale. CDX Tokens will be pegged to the value of CDX and the three types of Signals that will be commercialized from it:

1. “Research Signals”, where a consumer can choose to make their data available to researchers or join a validated research project
2. “Sponsorship Signals”, where a consumer will allow themselves to be reached for medically relevant support (e.g. drug maker financial support programs, disease-specific lifestyle needs, etc)
3. “Insight Signals”, where the consumer contributes data to collectively answer a healthcare question from a buyer (e.g. disease prevalence).

## ABOUT BETTERPATH

Betterpath is the technology partner for pharmaceutical, biotech and research communities that elevates healthcare data—from clinical trials and beyond—by transforming it into actionable insights to improve research participation, treatment standards and opportunities in patient care.

## OUR VISION: A USE CASE FOR EVIDENCE-BASED MEDICINE

You’ve just been diagnosed with Multiple Myeloma, a bone marrow cancer. Upon hearing this unfortunate news, you meet with a hematologist-oncologist. She tells you that this disease is deadly if left untreated, but luckily, a number of new combination therapies have recently been approved by the FDA. She uploads your complete medical history into an anonymized global treatment outcomes database, and you watch as dozens of your characteristics are matched up against thousands of similar patients. As the query concludes, the top three treatment regimens that performed best for patients with characteristics most similar to you are displayed. You review the treatment path ahead and begin your first dose of therapy before leaving her office. Years later, your treatment remains successful with results in-line with the others in your cohort.

Betterpath.com

To schedule interviews with the Betterpath leadership team email: [hello@betterpath.com](mailto:hello@betterpath.com) or text 724.366.9405.