

The Way to Wellville:
*Don't rent your health.
Invest in it!*

Esther Dyson

HICcup.co



X PRIZE



Incentivized competition to catalyze radical breakthroughs leading to a next generation health system

TUESDAY, APRIL 14, 2009

➔ X PRIZE Foundation, WellPoint Inc. Unveil Initial Design for Revolutionary \$10+ Million Healthcare X PRIZE

Initial Prize Design Released for Public Comment at World Health Care Congress in Washington, D.C.

WASHINGTON (April 14, 2009) -- The [X PRIZE Foundation](#), a nonprofit organization that drives innovation through large incentive competitions, in collaboration with the [WellPoint Foundation](#), one of the nation's largest private foundations, and [WellPoint, Inc.](#) (NYSE: WLP), the nation's largest health benefits company in terms of medical membership, announced today the initial competition design for a \$10M+ Healthcare X PRIZE.

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Comments



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BY FEEDBURNER

Initial Prize Design

The [X PRIZE Foundation](#), [WellPoint, Inc.](#) and the [WellPoint Foundation](#) are pleased to release the The Initial Prize Design for public comment. Each section of the

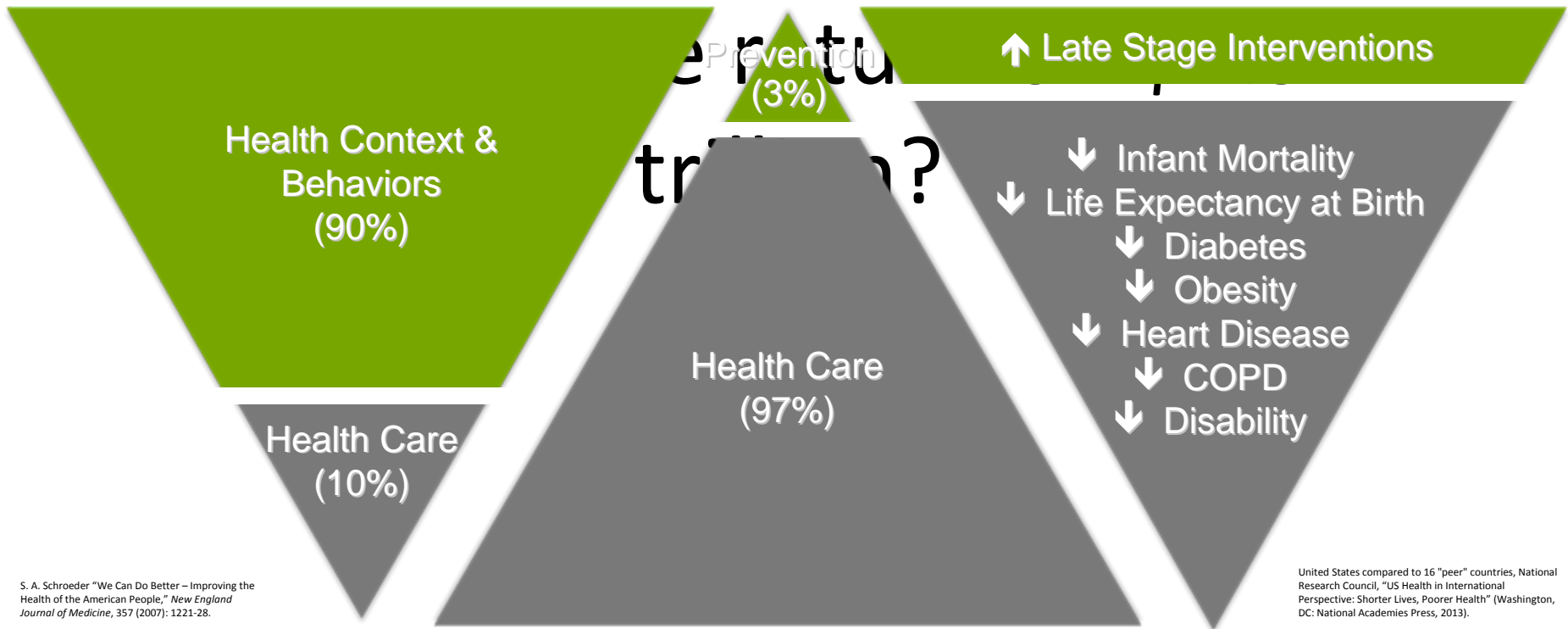
From health care....



What matters to health

Where we spend

What we get (outcomes: ↑ better, ↓ worse)



S. A. Schroeder "We Can Do Better – Improving the Health of the American People," *New England Journal of Medicine*, 357 (2007): 1221-28.

Centers for Medicare and Medicaid Services, "National Health Expenditures" Table 1, (Washington, DC: CMS, Office of the Actuary, National Health Statistics Group, 2012).

United States compared to 16 "peer" countries, National Research Council, "US Health in International Perspective: Shorter Lives, Poorer Health" (Washington, DC: National Academies Press, 2013).

Quantified Self – Producing health

QUANTIFIED SELF 2012 · IGNITE TALKS DAY 1

Jason Langheler

Doctors → reactive

Data can be proactive

Default behavior



Scheduling routines

Social { text messages, calls, emails... }

Life map

medical history - data

shopping history → personalized deals

Use data to set up new defaults



Charles Wang

Woman who had suicidal thoughts

Keep longer in psychiatric treatment or release?

What if we had more data?

40% of people with back pain surgery nothing changed

mindfulness posture Lumbar

learned about slouching & sitting

data → knowledge → action

Dave Marini



Veterans who can't drive

services

GPS, stress map

Knowing your stress → helpful

meditation works!

David Fetherstonhaugh

Quantified Us

Chase Corporate Challenge

Survey on a shirt



shoppers!

Nobody cares that you quantify

Measurement is a lousy invitation to engage.

Embrace the Hawthorne effect

Daniel Nofal

health info individual → social

WikiLife

open data, open api, open source



other systems

Runkeeper, Nike+, etc

Greg Schwartz

BodyMedia armband

~3450 cal burned on weekdays

~3787 cal on weekend day

~4300 cal instead weekend day

quietest day BurringMan

~9433 cal

~5043 cal normal day

~5769 cal most intense day

Fire dancing: 13 cal/min

Joshua Manley

Data-driven health coaching

Formulas, yay!

But self-exp is COMPLICATED

unexpected results come from paying attention

You're not dead!

Notes by Sacha Chua (@sachac)

Someone else should do something...



Brainstorming!



Our new CEO



From HICcup to....



The Way to
Wellville
five places. five metrics. five years.



A Pseudo- Clinical Trial

Esther Dyson
Founder, HICcup.co

HICcup

The Way to
Wellville



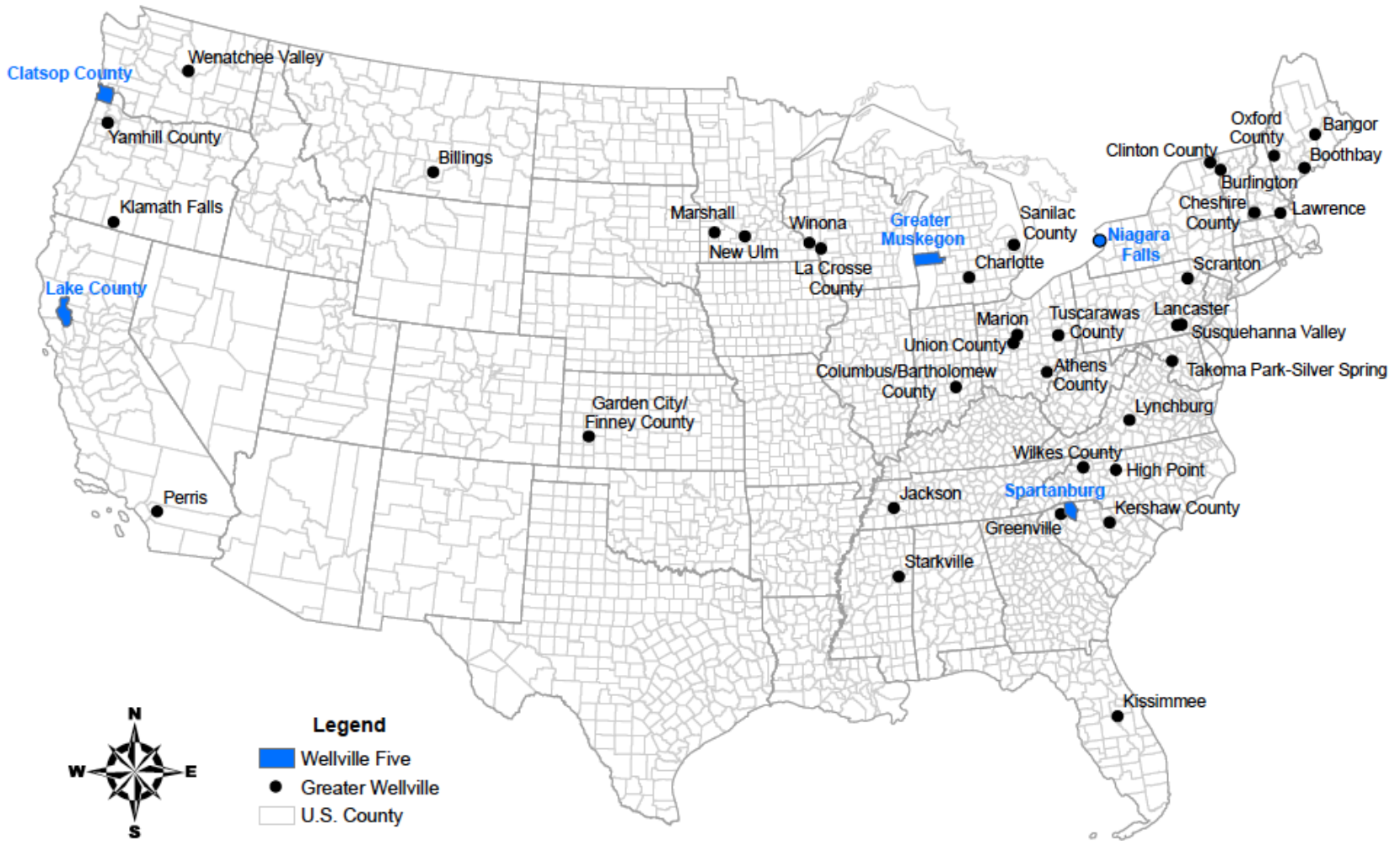
five places. five metrics. five years.

Could this be Wellville?

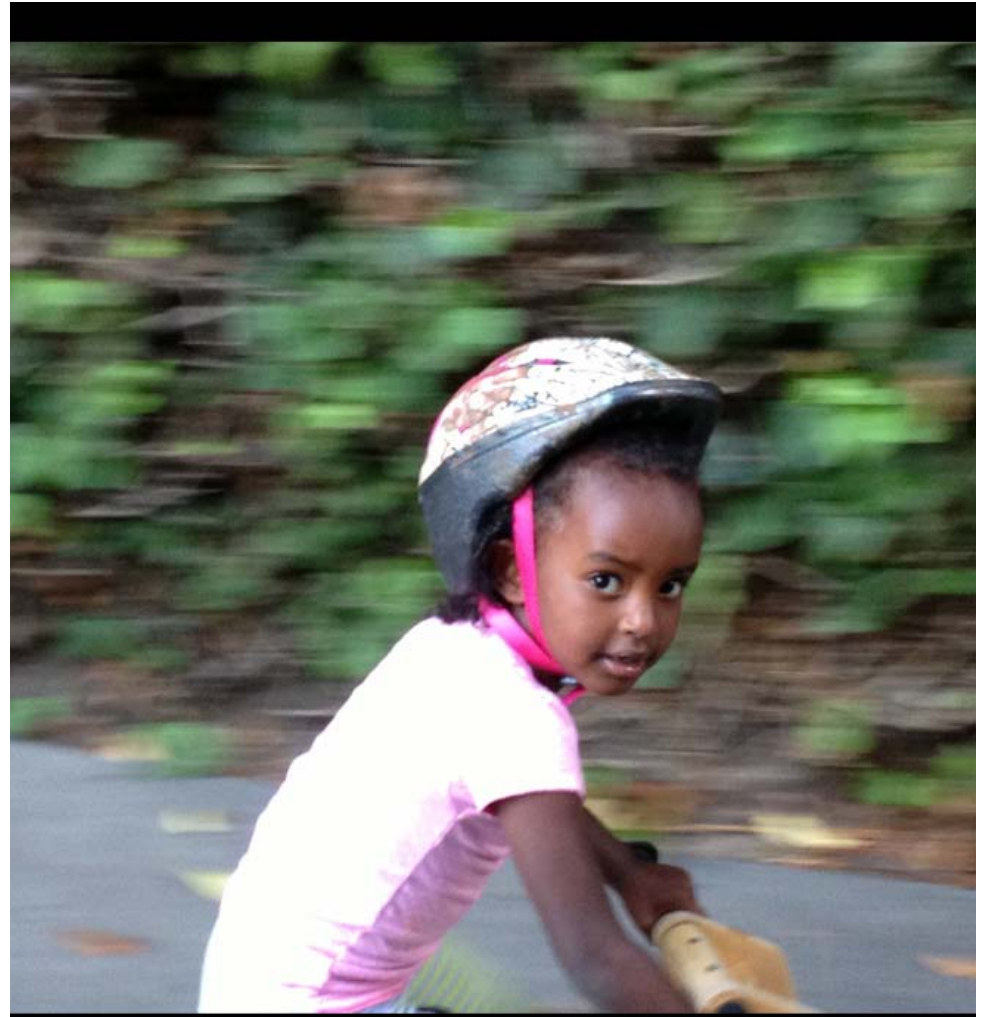


The Wellville Grand Tour





Our core constituents



but also....

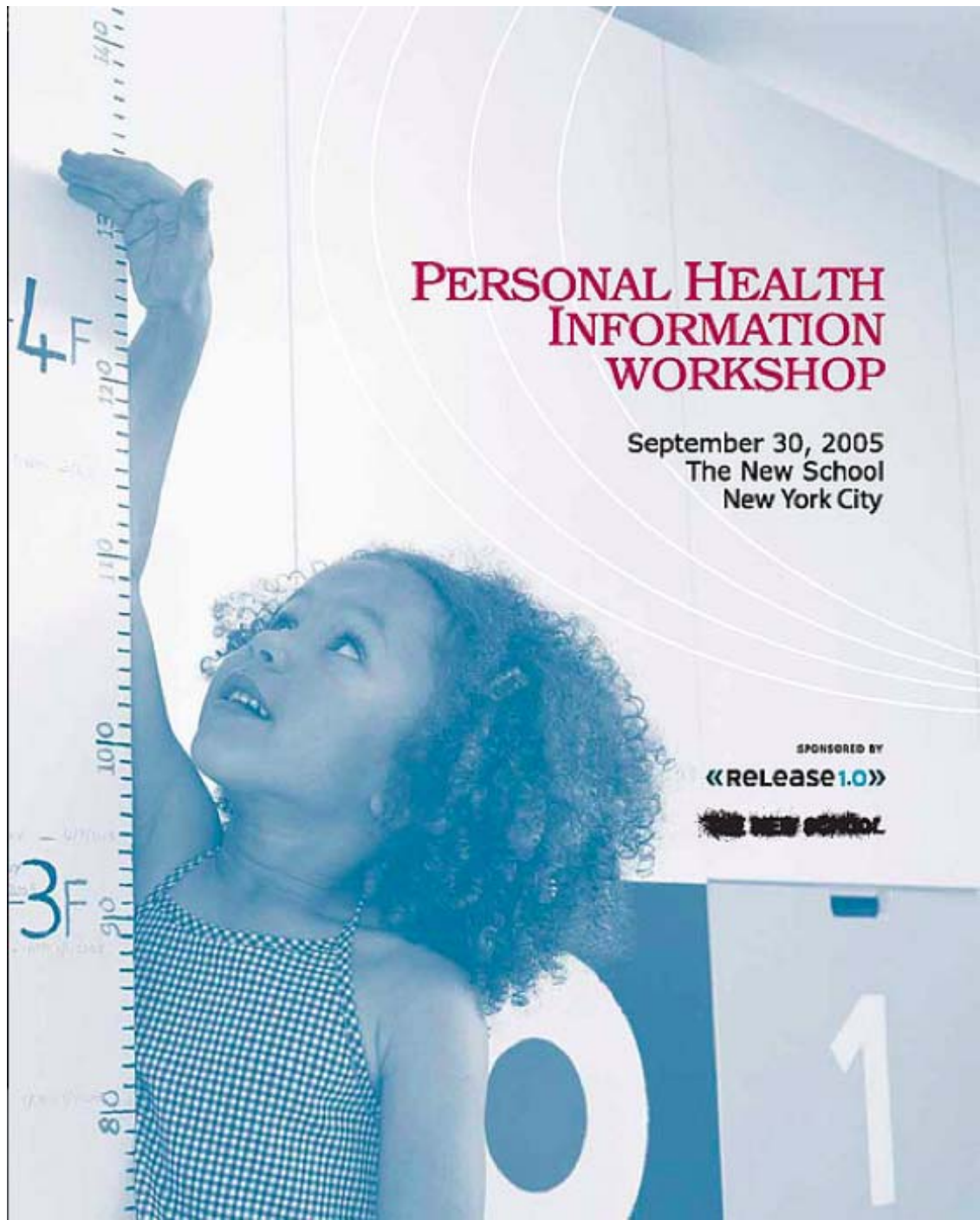


Greater Wellville: a test market for health and food companies



Evaluation

Mastery learning...
-not just testing!



PERSONAL HEALTH INFORMATION WORKSHOP

September 30, 2005
The New School
New York City

SPONSORED BY

«Release 1.0»

THE NEW SCHOOL

Year 1

- 2 programs * 5 places?
- From inputs to outcomes
- Investor-ready?
- Ready to learn!

Over to you, David!