Part III: Opportunities

AKA “The part you’ve been waiting for”

Practical Application for Blockchain in Healthcare - Progress, Barriers and Opportunities
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Blockchain will change the world! Don’t miss out!

WHERE SHOULD WE FOCUS THIS YEAR?  
“BLOCKCHAIN”

IT WILL CHANGE EVERYTHING.

EVERYBODY IS TALKING ABOUT IT.

THE POTENTIAL APPLICATIONS ARE ENDLESS.

WE DON’T WANT TO BE LEFT BEHIND.

WHAT EXACTLY IS BLOCKCHAIN?

ALSO, “ARTIFICIAL INTELLIGENCE”

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The Future of Blockchain..or the future of everything?

There are three ways to look at the future application of Blockchain:

1) An alternative form of “cool” database that doesn’t offer anything new to the legacy system and process (“Snake Oil”)

2) Noticeable/significant/tremendous improvement in process execution, immutability of data, transaction speed, transparency, etc (“Xerox”, “Band-Aid”, etc)

3) Fundamentally changing the way business is done around any transaction, creating decentralized, participant-based ecosystems and disintermediating the World as you know it…. (“Bitcoin”)
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Blockchain “de-institutionalizes” Trust

- “Trust is the key element of blockchain technology. When transactions are executed and settled on a distributed ledger, counterparties don't need to have an established trust relationship. If each participant in the transaction trusts the blockchain itself then they don’t need to directly trust each other. This opens up new avenues of customers for businesses operating on blockchains.”

- “Blockchain's Big Innovation is Trust, Not Money” by Jason Liebowitz

https://www.coindesk.com/blockchain-innovation-trust-money/
Creating a “Token Economy”

• What is a token?
  – A medium of exchange to support or reinforce behavior

• What is a token economy?
  – A token economy is based on the principles of operant conditioning and behavioral economics and can be situated within applied behavior analysis
  – Reinforcements such as “tokens” or “bucks” can be exchanged for other rewards.
  – In this specific case, the token is a utility token or “coin”

• Why use a token economy?
  – Token economies help members to visualize their progress, work for a reward, self-monitor, and regulate their behavior
Changing the healthcare transaction: A Health Token Economy

- Health Token Economy (HTE) can be designed to support a relationship-centric model of payment and automatically inherits the relationship rules for the transaction.
- Health Token can verify and enforce relationship rules in real time during payment lifecycle.
  - Smart contracts, AI, or incentivized behavior
- Health Token represents a new way to detect abuse by automatically computing proof prior to payment
- Health Token enables escrow-based payments and can automatically release monetary value upon sufficient proof of service.
  - Monetary value can be intrinsic or extrinsic, based on the ecosystem
- Health Token can remove much of the friction, cost, and risk from 3rd payment model.
Changing the healthcare transaction: A Health Token Economy (cont’d)

• Redefined healthcare econometrics
• Stable monetary value
• Guaranteed redemption
• Adjustable administrative cost components
• Immutable audit trail
• Access control
• Proof of service
• Automated escrow and release
Future Applications

• Establishment of private HTE ecosystems
  – “Company mining town”
  – Wal Mart/JPMC/Berkshire Hathaway

• Next generation of Medicaid
  – Supports MITA architecture
  – Leverage mobile wallets
Thank you

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