



2016 Evolving Health Interview Series

Interview Title: *Precision Population Health*

Interviewee: Dave Francis, CFO, eHealth Inc.

We've heard a lot of talk about the opportunity to leverage information technology and healthcare, but it's only until the last really three to five years with the government pouring a lot of capital into the market place and then sending hospitals and doctors to put that digital infrastructure in place that we just-- we haven't had the ability to do anything with the information that's in the marketplace.

The opportunity to bring all of this information together, not just for population management, but to help the individual really manage his or her own care status and care process, it's a tremendous opportunity out there. And if you marry that up with the technology that's been moved forward in the genomic space over the last really five years in terms of bringing the costs down and being able to individually sequence-- individual sequences and genomes and what have you, the opportunity to individualize medicine all the way down to a personalized care plan and even personalized diagnostics and therapies is really something that we can look forward to now rather than just talking about conceptually.

There's a spectrum of opportunities out there and a lot of what we're starting to talk about is probably a good ten years down the road in terms of marrying all of the different pieces of information from genomic to diagnostic to other therapeutic developments to string it all together in a way that we're talking about in terms of fully leveraging the opportunity. But if you look at some of the companies that are focused specifically on taking genomic information at an individualized level and making that actionable for the individual today, there are neat companies out there like Pathway Genomics down the San Diego area, Caris Life Sciences in the cancer space. A lot of folks in the cancer space right now that are doing a lot of great work. Again, we're early stages, but already starting to see some great benefits for the individual along the lines of individualized genomics.

There's the big data aspect of bringing all of this to the fore is a really interesting area and the problems with big data so far have been again, the inoperability issue and it's making sure we've got apples and apples within the database to compare things with, but they've all been very technology heavy, investment heavy kind of solutions in the marketplace. That you need

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big client-server systems that are pooling information with expensive connectivity technology and what have you.

If there is a way and we're starting to see some companies out there that are able to on a much lighter, cloud-based kind of platform identify the right information that they need, pluck it out at the different systems that are out there, and begin to aggregate it and process it in a way that we get much more value out of it. Some really neat opportunities in being able to do that on a more cost-effective basis.

It's an exciting time in the health care market. It's an exciting time particularly within this little world that I operate in the IT side in bringing the consumer into all of that. If you look at the needs of the consumer from both a cost and a quality perspective in terms of trying to find the price line, or the open table, or the yelp to help them be more intelligent health care shoppers and users and then bring in some of this high-tech stuff from the genomics side and otherwise, it's the promise of what we want to deliver to the consumers has just never been on the horizon really. And we're finally at that point where it's all starting to come together so again, it will take some time, it will take some money, but we're really excited about where things are headed.

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