

The background is a dense, multi-layered digital interface. It features a central world map with location markers for London, Moscow, and Tokyo. To the right, there's a panel titled 'MAP MODULE' with 'END' and 'ENTER' buttons. Below that, a 'PROCESSION' panel shows a globe and various data points. On the left, there are several smaller panels with graphs and data tables. A prominent yellow banner with the text 'what if.' is centered over the middle of the interface. At the bottom, the text 'we could see all our data?' is written in white. The overall aesthetic is dark and technical, with blue and white highlights on a black background.

what if.

we could see all our data?



**“Welcome to the information age.
Data, data everywhere, but no-one
knows a thing”**

Roger Kimbal

Data permeates our daily lives

what if.



Through our devices, transactions and daily interactions, we each generate upwards of 0.5 Gig of digital information per day.

We don't have sight of all this information even though it's ours. We can't make use of it collectively. It's not stored centrally anywhere.

Everyday...

500 million tweets are sent

294 billion emails are sent

4 petabytes of data are created on Facebook

4 terabytes of data are created from each connected car

65 billion messages are sent on WhatsApp

5 billion searches are made



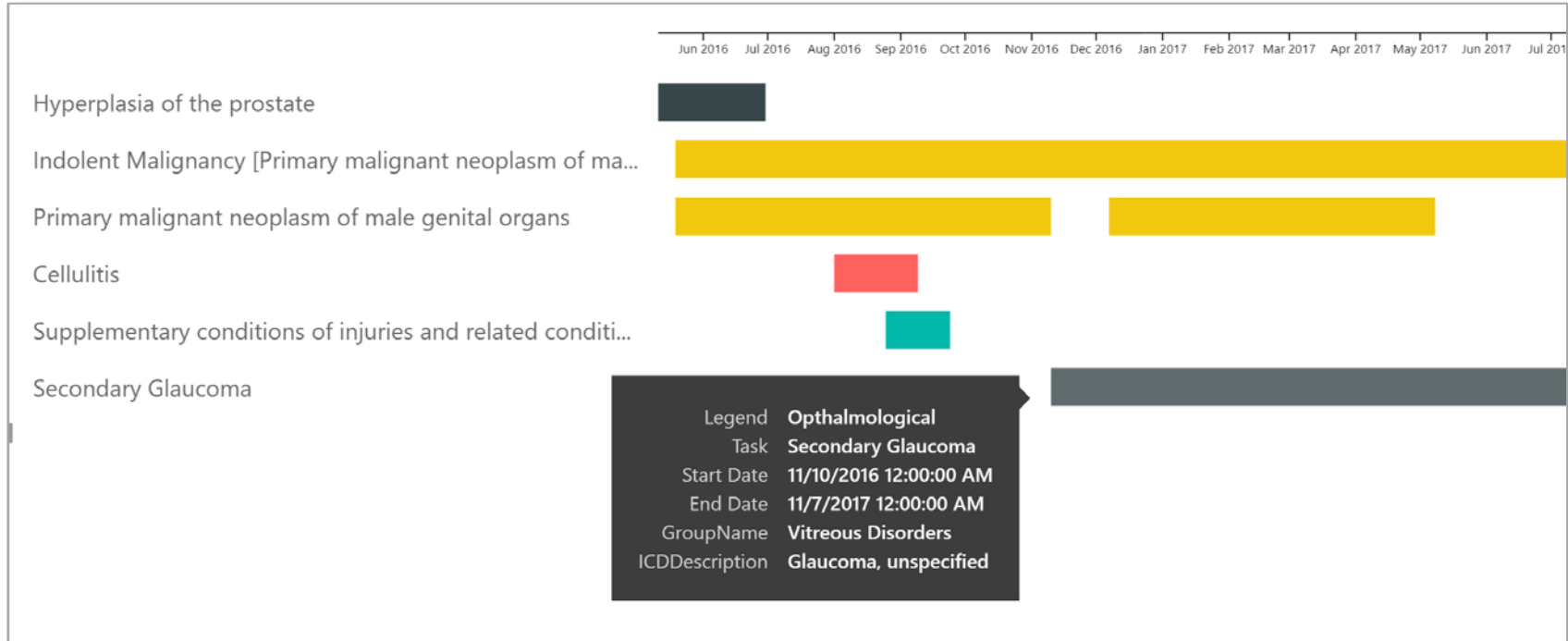
You are more than data campaign



Important to understand *'the map is not the territory'*

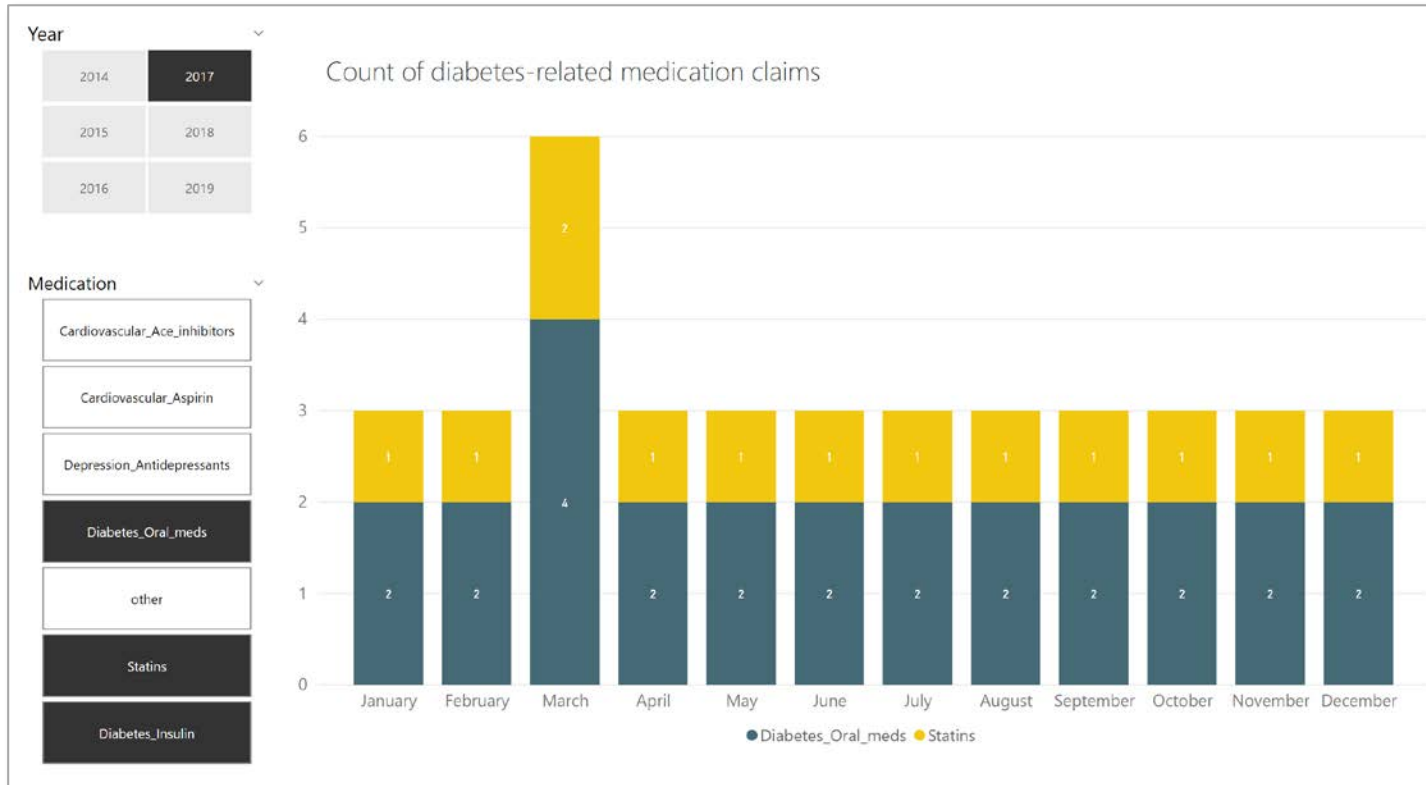
Healthcare data we mostly know well enough *a useful electronic patient record is the goal*

what if.



Healthcare data we mostly know well enough *a useful electronic patient record is the goal*

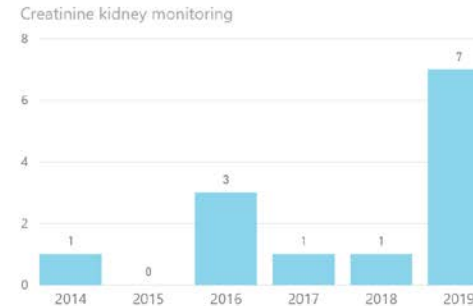
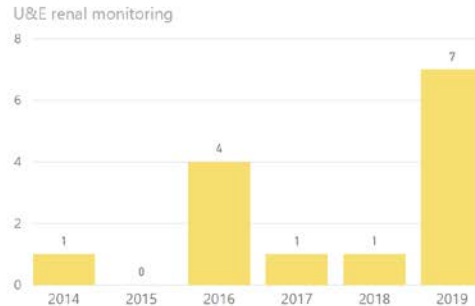
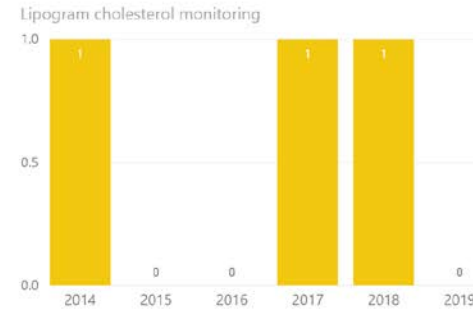
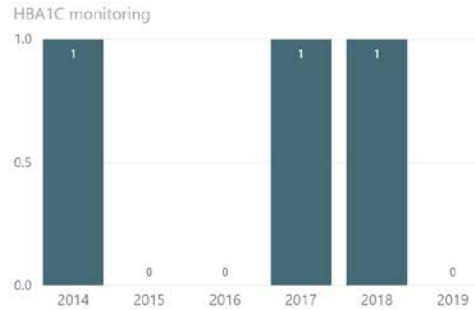
what if.



Healthcare data we mostly know well enough *a useful electronic patient record is the goal*

what if.

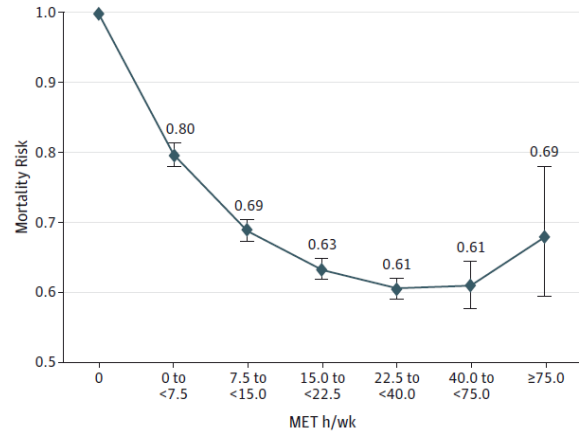
Count of diabetes-related pathology laboratory tests



What about wearables? *studies have shown...*

what if.

Wearables can increase activity and engagement.



“.. the all-cause mortality hazard ratio was reduced by 6% for every 1,000 additional daily steps, adjusting for age, gender, body mass index (BMI), smoking status, alcohol consumption, and education level..”

Wearable devices → *Increased health awareness and engagement**

→ *Improved Physical Health*

What about financial data? *studies have shown...*

what if.

“...significant relations among financial stress, interpersonal stress, and psychological distress and well-being, and complex relationships between these variables and inflammatory markers.”

“There is growing empirical evidence that exposure to stress and resulting stress reactions are linked with a variety of deleterious health effects”

Psychological stress is associated with increased risks of cardiovascular disease, upper respiratory diseases, exacerbated autoimmune diseases, increased inflammation...



The psychosocial context of financial stress: Implications for inflammation and psychological health John A. Sturgeon, Ph, Anne Arewasikporn, M, Morris A. Okun, PhD, Mary C. Davis, PhD, Anthony D. Ong, PhD , and Alex J. Zautra, PhD

Stress, Life Events, and Socioeconomic Disparities in Health: Results from the Americans' Changing Lives Study.
Show all authors. [Paula M. Lantz](#), [James S. House](#), [Richard P. Mero](#), ...

Stress and Health: Psychological, Behavioural, and Biological Determinants Neil. Schneiderman, Gail Ironson, and Scott D. Siegel

South Africa's debt story

what if.

Long walk to financial ruin

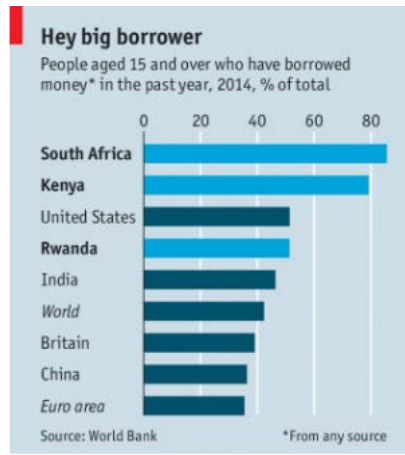
In South Africa, more people have loans than jobs

Household debt is hobbling the black middle class



The Economist

<https://www.economist.com/middle-east-and-africa/2018/01/18/in-south-africa-more-people-have-loans-than-jobs>



Economist.com

“...an astonishing 25m out of about 37m adult South Africans owe money to financial institutions or other corporate lenders...”

“South Africans are the world’s most avid borrowers, according to the World Bank”

Coming soon:
research in the local environment

**Encrypted Medical
Scheme data**

&

**Encrypted Credit
Scores**

In the meanwhile...

We have been working on a data platform that aggregates data from multiple sources, to leapfrog the ***Electronic Health Record*** and enable an ***Electronic Life Record***

MY DATA



MY WEARABLES

Your steps for this month, well done!



Activity information from My Wearables



MY CREDIT

602

You've got this!



[Learn how to improve](#)



MY HEALTHCARE

10%

Your current savings used.



Claimed, paid & shortfall for My Healthcare



MY FINANCIALS

R52 050

Current month's increases and growth within your account.



Spending, income & savings form My Financials



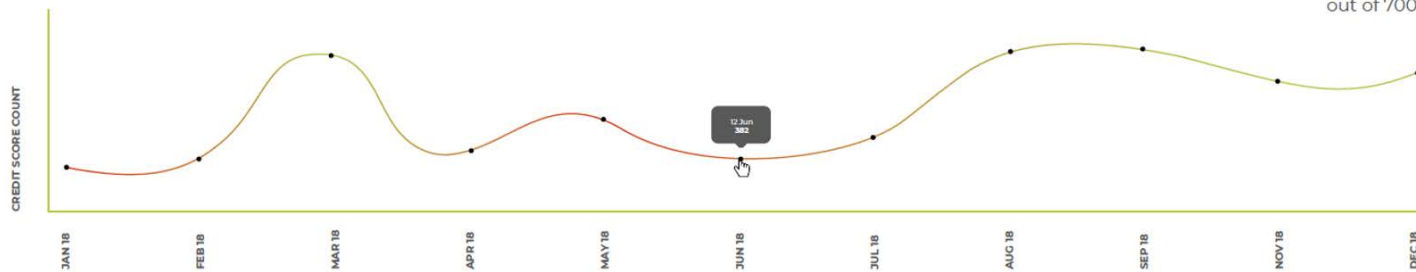


Credit goals (based on credit data)

[See More](#)

MY CREDIT SCORE

Well done your credit score looks good!

604
out of 700

MY OVERALL CREDIT SUMMARY

My overall credit summary.

Total Credit Available	Total Balance Outstanding	Total Monthly Installment
R 340 000	R218 188	R6 006

[See More](#)

Get tips on how to improve your score

[See More](#)

MY ACCOUNTS SUMMARY

A summary of my different credit account.

	Opening Balance	Total Balance Outstanding	Total Monthly Installment
Credit Card	R 40 000	R13 675	R410
	Total Credit Available	Total Balance Outstanding	Total Monthly Installment
Car Loan	R 300 000	R204 513	R5 596

Complete your steps goal 10 times this month!

See More

MY STEPS

Your steps for this month.



See More

MY HEART RATE

Your minimum, maximum and average heart rate for the month.



See More

MY TOTAL DISTANCE TRAVELLED

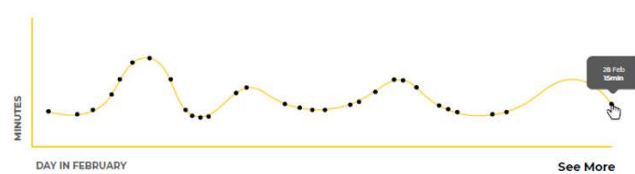
Your total distance travelled for this month.



See More

MY ACTIVE MINUTES

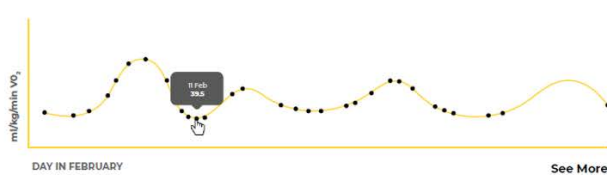
Your total active minutes for this month.



See More

MY VO₂ MAX

Your advanced metric on how your body used your oxygen for this month.



See More

MY SYNCED ACTIVITIES

All current synced activities registered on Elevate Life.



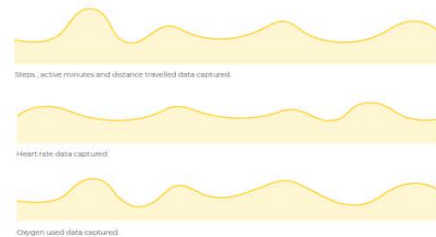
Fitbit Alta HR



Wahoo Tickr Fit



Garmin oxl Meter



See More

Share more active exercises or devices

Activate

Update your health care data here*

See More

Episodes of Care

Hospital Events

Health Record

EPISODES OF CARE

Below are all the conditions for which you have had an episode of care during the year

We have gone through the process of grouping and naming episodes of care in a way that is understandable. Tap on an episode to get more detailed information on it. The end date is a best estimate approximation in some cases.



2019
2018
2017
2016



May - Jun
Recode



Update your health care data here*

See More

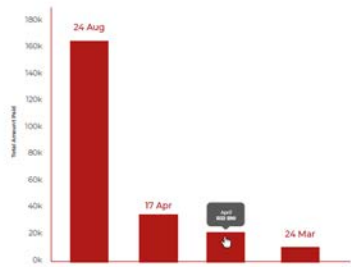
Episodes of Care

Hospital Events

Health Record

HOSPITAL EVENTS

Below are all your treatments reimbursed by your scheme where you were admitted to hospital during the year



Hip Revision

See More

Chest Pain

See More

Other Musculoskeletal Procedures

See More

Bone and Joint Diagnostic Procedures Including Biopsy

See More

HIP REVISION

Below are all your details about the specific hospital event

Patient: Name Surname
 Amount paid: £162,500
 Date of incident: 24 Aug 2016
 Hospital: Manning Hill Hospital
 Doctor:



We see that you are disabling some of the data. Please go to our data preferences and you will be notified by email.

Description:

Decision Here

Read

All medical notes, letters and correspondence sent to you by your GP, hospital or other healthcare provider will be shared with the NHS. You can choose to opt out of this sharing.

My Data > My Healthcare

Personalised highlight note to be added here*

Update your health care data here*

See More

Episodes of Care

Hospital Events

Health Record

2017
2016
2015
2016

HEALTH RECORD

Below are all the individual claims per healthcare provider submitted to your scheme



PHARMACY

Event Date	Treating Provider	Amount Paid
20 Dec 2017	Clicks Pharmacy - Highland Mews	£43,83



PHARMACY

Event Date	Treating Provider	Amount Paid
20 Dec 2017	Clicks Pharmacy - Highland Mews	£24,32



RADIOLOGIST

Event Date	Treating Provider	Amount Paid
22 Nov 2017	Burger SA & Partners Inc	£727,20



SURGERY

Event date:	20 Dec 2017
Treating provider:	Clicks Pharmacy - Highland Mews
Diagnosis:	Other rheumatoid arthritis
Diagnosis code:	M50.90
Medicine name:	See table prescription
Medicine category:	Consultation for systemic use, plan
Amount paid:	£24,32
Quantity amount:	0.02



We're just at the start.





thank you.