



EVIDENCE | EMPATHY | EXPERIENCE

MTXT.IO

MTXT.io is the Research and Development arm of MEMOTEXT. Our goal is to develop new algorithms and analytics strategies to bring personalized digital engagement to all patients.

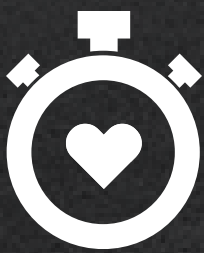
DISRUPTORS

EXPONENTIAL GROWTH OF HEALTH DATA



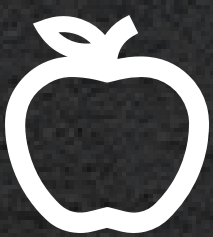
The digital health footprint now extends beyond electronic health records (EHRs), insurance claims, and laboratory data, which are all traditional sources of objective health data. We, as the consumers of healthcare, have begun to combine patient-generated health data (PGHD) from technologies such as wearables, implantable sensors, internet of things (IoT), mHealth apps, social media, among others, to provide a more holistic view of our health portrait. The potential of this evolving health data connectome lies with the infrastructure, technology, and algorithms needed to store and analyze it.

PREDICTIVE MEDICINE



Managing and 'actioning' the connectome provides tremendous opportunity to understand things about health and disease that were never possible. With such a diverse variety of data sources and velocity at which they can be generated and collected, we have the power to analyze vast amounts of historical data to make predictions about the future state of the patient and/or healthcare system - whether it be to predict the onset of disease, understand risk factors for complexity, or to personalize treatment interventions to the individual-level. Machine learning (ML) algorithms enable us to analyze and derive insights from the sea of health data to bring them to action and deliver value to stakeholders within the healthcare system and patients at large.

PATIENT AS THE CONSUMER



The patient role in healthcare is changing. We are becoming more active participants in our own healthcare, wanting to be a part of the health conversation, and setting up our own health goals. The days of the paternalistic model of care are numbered; the patient revolution brings with it an appetite for involvement and contribution. After all, the PGHD comes from the patients themselves - patients who are actively tracking all aspects about their health.

MTXT.io aims to capitalize on the effect of these disruptive agents to enable population health management and the development of new metrics that capture human health behaviour (e.g. the 'Balanced Adherence Metric' (BAM) initiative). The techniques we use are supervised learning, unsupervised learning, and rule-based learning. In sum, we make health data useful.

For more information please contact:
Amos Adler, President: amos@memotext.com
Linda Kaleis, Lead Data Scientist: linda@memotext.com