

# ABOUT PATIENTS KNOW BEST



Patients Know Best (PKB) created the world's first patient-controlled medical records system. It is an award-winning company whose first customers include Great Ormond Street Hospital (the UK's largest children's Hospital), Bupa (the UK's largest private health care provider) and the Thalidomide Trust (to provide PKB software to all UK thalidomide victims). Its investors include Channel 4, the UK's third-largest television station, and Seedcamp, who chose it out of 1,500 companies as one of the top 6 high technology start-ups in Europe ([www.seedcamp.com/pages/2009winners](http://www.seedcamp.com/pages/2009winners)).

PKB allows hospitals to increase volumes and provide premium services for patients using our platform. Hospital patients using the PKB website can:

1. Send and receive messages securely with their clinicians, e.g. to ask questions about the use of insulin.
2. Send data to their clinicians, e.g. daily blood sugar results.
3. Access the medical notes from their clinicians, e.g. three-monthly HbA1c levels for long-term sugar control.

PKB focuses on the needs of patients with chronic diseases because their care is costly and the patients have enough time and desire to learn how to improve this care. These patients make up 20% of the population but account for 80% of health care spending. In the UK alone there are 2.5 million patients with diabetes, and another 2 million with asthma. In the USA, 110 million patients have a chronic disease.

Research institutions like our tools because they can attract more patients to their studies. Health care providers like our tools because we improve care quality, reduce costly clinical encounters and offer additional revenues from premium services. Patients like our tools because the typical patients gets no more than 60 minutes with their specialist every year. Secure messaging allows patients to ask questions outside of these minutes, and the data exchange minimizes the time spent discussing data and maximizes the time spent on treatment.

The founder and CEO, Dr. Mohammad Al-Ubaydli, trained as a physician and programmer at Cambridge and wrote written six books about the use of IT in health care. His most recent, *Personal health records: A guide for clinicians*, is to be published by Wiley in 2010 (<http://book.patientsknowbest.com/>) and is the world's first book on this topic. The Chairman of our Board of Directors is Dr. Richard Smith, former editor of the *British Medical Journal*.

