PATIENTS KNOW BEST

2013 Nominet Trust 100 Winner

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PUTTING THE PATIENT IN CHARGE OF THEIR MEDICAL RECORDS.

Project URL: patientsknowbest.com
Project Twitter: @patientsco

• Health
• Internet
• Social Software

As healthcare has become more sophisticated and specialised, so patients with multiple long-term conditions - diabetes, hypertension, arthritis, dementia - will find themselves seeing many different specialists. Each of those specialists will add different insights, treatments and recommendations to the patient’s medical record. Healthcare improves when doctors and patients can collaborate, sharing information and ideas. That kind of collaboration is difficult when coordination between specialists is poor and patients are left with a dizzying array of opinions to make sense of.

Patients Know Best (PKB), a British social enterprise, is an attempt to make
complex, specialised health systems more manageable by putting the patient, and their families, in charge of their own patient health record, while also job. PKB has found a way for patients to control their own health record and yet make the information on the record available within the NHS’s secure networks, so clinicians can work with the records as well.

PKB’s approach is complementary to another of our 100, Patients Like Me, which connects patients with each other: in combination, these platforms could make a major contribution to creating more effective and efficient health services, with the needs of the patient paramount.

Founder Mohammad Al-Ubaydli’s goal is that a million people should control their medical records through PKB by 2014. PKB’s first customers include Great Ormond Street Hospital, St Mark’s Hospital, Novartis and NHS South Devon. PKB complies fully with UK NHS and data protection requirements as well as the EU Data Protection Act and US HIPAA legislation for dealing with medical data.

Image courtesy of Mercy Health

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