Think Before You Consent to This Data-Sharing

Software at your doctor’s office may be harvesting your data. Your answers to check-in questions could be used to target you for pharmaceutical marketing purposes unless you decline. In fact, every piece of information in your medical record, including drugs and diagnoses, could be used to provide you with drug advertisements, euphemistically called “personalized educational health content.”

The ads are coming from a company called Phreesia (P-H-R-E-S-I-A), now used at more than 2,000 clinics and hospitals for patient check-ins, with more than 100 million uses over the last year. Read the authorization carefully. If you accept, drug ads will soon follow – and Phreesia may get paid for showing them to you.


Presented daily by Twila Brase, President and Co-founder Citizens’ Council for Health Freedom.

The Health Freedom Minute is now heard in 48 states: Mon-Fri on more than 850 radio stations nationwide

cchfreedom.org / info@cchfreedom.org / 651-646-8935