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Are You Willing to Reveal Everything

I find the most interesting tidbits in obscure publications. A newsletter from a medical industry institute at the University of Minnesota has a commentary from the Chief Information Officer at Wellmark Blue Cross and Blue Shield. He writes that medical data has emerging importance in the world of insurance claims data, but it’s not sufficient.

He says “other data domains” will be “key in health care analytics,” including “genomic, lifestyle and social data.” He also says, “When all of this information is integrated, it becomes an extremely powerful healthcare tool that will lead to a greater understanding of the consumer or patient.” Do you want your health insurer to know you that well?


Presented daily by Twila Brase, President, Citizens’ Council for Health Freedom.

The Health Freedom Minute is now heard in 37 states: Mornings M-Th at AM1280 (The Patriot) in MN and 91.5 AM WHKC (FreedomFM) in OH, afternoons on American Family Radio, and daily on the Bott Radio Network.