

## India's first-ever blockchain services partnership in healthcare

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### CallHealth partners with ThynkBlynk to kickstart India's first cross industry immutable data-interchange, powered by Blockchain



CallHealth, the world's first and truly integrated healthcare platform for "Everything about health", has partnered with ThynkBlynk, the developers of ChainTrail, to ensure secured healthcare data integration on its platform. This is India's first-ever blockchain services partnership with a healthcare service platform. It has the unique ability to securely integrate data from all types of healthcare services and thousands of healthcare ecosystem providers like Doctors, Nurses, Hospitals, Clinics etc in compliance with stringent data privacy regulations.

eHR systems in India use different information models. Due to this, stringing together data from multiple healthcare sources is becoming a challenge. By standardising Healthcare outputs like prescriptions and reports, information is made verifiable and interoperable, giving patients better control over their personal health information. Patients can take their verifiable personal health data and transact with anyone they choose. At the same time, Healthcare providers can verify and ensure any data migration into their systems is accurate. A win-win proposition.

The practical application of CallHealth and ThynkBlynk's ChainTrail Blockchain Distributed Ledger approach in Healthcare addresses key issues plaguing the Indian Healthcare system, such as –

- Fake or fraudulently modified documentation coupled with lack of digital data verification is leading to clinical inaccuracies and dependency on manual verifications which in turn result in high overhead costs
- Demand for repeated procedures and pathological tests in the absence of trusted data sources, is causing high out of pocket expenses for patients and strains the already burdened healthcare system

By ensuring every data point is auditable, traceable, controlled and is immutable, a trusted information exchange platform provides for better integration within the Health ecosystem.

Furthermore,

- Printing and retaining paper, providing copies to patients of their data on demand, transferring paper trail through the entire network of doctors, hospitals diagnostic centres etc and manually verifying data at every stage is a cumbersome as well as expensive experience for providers and patients.

Chaintrail makes the entire supply chain efficient by providing a single-point interface for greater operational simplicity.

Commenting on the partnership, Hari Thalapalli, CEO, CallHealth said, “For an otherwise fragmented eco-system to work in cohesion, the integrity of all information exchange is imperative. CallHealth and ThynkBlynk’s ChainTrail can process millions of transactions per day and can integrate with a billion smartphone users in India and over 4.5 billion users globally. It will provide transparency of each healthcare data source and has the ability to derive meaningful insights from the terabytes of data generated across millions of transactions. It will empower clinicians with information for accurate diagnosis and monitoring potential disease outbreaks. Thus, enabling timely, preventive actions and improved clinical outcomes.”

As CallHealth’s partner to help protect the large data tracts, Mr. Parag Jain, Founder, ThynkBlynk remarks, “Reliable Data is the new oil! And protecting Customer/Client data is critical for an enterprise dealing with people and their personal details, especially those in the healthcare sector. ChainTrail is the perfect platform that helps CallHealth not just protect the data, but also eases use of the same data by the customer who has the proprietary rights on it. At ThynkBlynk we believe that a distributed data-interchange will alter how data-based interactions will be carried out in the future. Offering such innovative solutions will have positive impact not just on businesses, but also on the global society at large.”