# Genivity, Inc Arkansas APCD Request Application

## Ancillary Materials

Date: October 24, 2018

### Evaluation Criteria

1. Is the request consistent with the Transparency Initiative's goals and purpose?

-Yes.

2. Are there real or potential conflicts of interest or anti-competitive concerns?

-No, the data will be used as an average data point to feed into existing algorithms projecting out of pocket health care costs that are not associated with any particular insurer or health condition.

3. If IRB approval is required, has the approval been granted?

-No IRB approval is needed.

4. Does the data request contain the minimum information required?

-Yes

5. Does the request minimize the risk of re-identification of individuals?

-Yes, our project will not use any type of re-identification measures, as we are only interested in the numbers as an average point of reference.

### Qualifications and Experience

Personnel assigned to the project:

* Dr. Emily Chang, Ph. D., Genivity Co-Founder
* Heesh Naim, Genivity CTO

Both team members have a long history of working with large health care-based data sets in order to analyze and incorporate into various algorithms and AI/Machine Learning programs. Dr. Emily Chang has her Ph.D in Computational Genetics from Standford University and Heesh Naim has been a leading developer at Motorola and SnapSheet.