

The ROL chart

for the Rest Of your Life

The context

- Prevention focus
- Impact of behavior
- Impact of treatment
- Understanding the consequences

Give users tools to be active players

- Working with their doctors
- Make the data come alive
- Actionable information
- A concept that can be refined

A communication tool

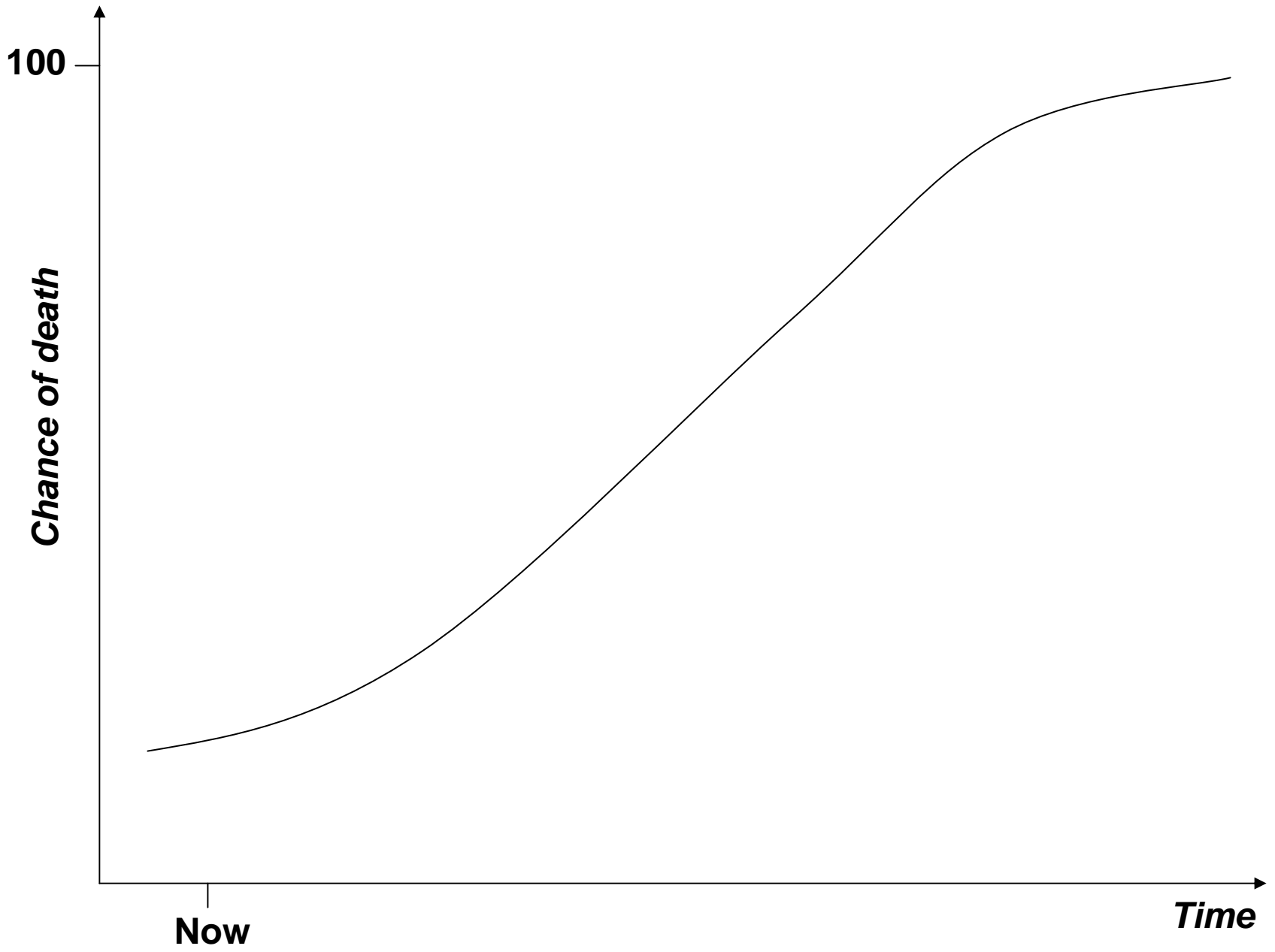
- Data is the medium
- It's interactive
- It's a concept – just like
 - A thermometer
 - A clock
 - A time line
 - A calendar

Start with...

- [Realage.com](https://www.realestate.com)
- Take out the ads?

It pulls everything together

- Bottom-up
- Patient-centered
- A way of representing complex data
- Easy to use





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April 26, 2005

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