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## **360ofme Joins National Association for Trusted Exchange to Strengthen Consumer Control of Data**

**WASHINGTON, D.C. (February 13, 2017)** – The [National Association for Trusted Exchange](#) (NATE) today welcomed its newest member, 360ofme. [360ofme](#) is an online solution that enables consumers to regain control of their digital assets, allowing them to manage, share and act on powerful insights that are surfaced utilizing a person’s digital data.

360ofme is a new platform that provides consumers with portability, ubiquity and insights from their digital life. From healthcare to financial and insurance to automotive and home, 360ofme provides a simple means of securely sharing critical data with family members, doctors and others that consumers choose. Utilizing cognitive computing from IBM, new insights about people's lives will be surfaced. Consumers will gain control of their digital footprint.

360ofme is working to provide the most comprehensive longitudinal health record on the market today. When the consumer is participating, outcomes are always better. When there is history and rich context about the person, well being is optimized. 360ofme will be the only patient health record that is fully comprehensive, across all disparate EHRs, that will enable health advancements to be applied to the person, on their terms, under their control.

“The consumer has a right to access and manage their health information in whatever way works best for them, but they can’t be successful if their data isn’t all in one place,” said Aaron Seib, NATE CEO. “We are very excited to welcome 360ofme as a NATE member. They understand how important it is for patients to manage their own data and they have taken the added step of incorporating other types of personal data to show the whole picture of a person. NATE and its members will benefit from 360ofme’s enthusiasm and voice regarding a consumer centric perspective.”

“We are passionate about the journey to true consumer centricity and ownership of their digital assets,” said Steve Bergman, Chief Innovation Officer at 360ofme. “Participation in NATE will allow 360ofme representatives to contribute in the preeminent health data sharing forum, driving mind share in data sharing and privacy standards along with facilitating interactions with others in the industry who are pursuing answers to similar challenges.”

The National Association for Trusted Exchange (NATE) is a not-for-profit membership association focused on enabling trusted exchange among organizations and individuals with differing regulatory environments and exchange preferences. Stakeholders interested in pursuing membership in NATE should visit [nate-trust.org/membership](http://nate-trust.org/membership) for additional information.

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#### ***About National Association for Trusted Exchange***

The [National Association for Trusted Exchange](http://nate-trust.org) (NATE) is a not-for-profit membership association focused on enabling trusted exchange among organizations and individuals with differing regulatory environments and exchange preferences. NATE brings the expertise of its membership and other stakeholders together to find common solutions that optimize the appropriate exchange of health information for greater gains in technology adoption and improvement of patient outcomes. Consistent with NATE’s mission to address the legal, policy and technical barriers that inhibit health information exchange between data holders and healthcare consumers, NATE leads and participates in a number of ongoing and emerging projects focused on exchange via multiple modes of transport, including Direct secure messaging and APIs. NATE’s [Blue Button for Consumers](http://nate-trust.org/blue-button-for-consumers) (NBB4C) Trust Bundle provides a technical solution to establishing scalable trust among organizations using Direct secure messaging to exchange protected health information between HIPAA covered entities and the consumers that they serve. The NBB4C includes the trust anchors of multiple consumer-facing applications (CFAs) that have elected to adopt a common set of policies and practices that enable consumer mediated health information exchange while upholding personal privacy preferences. Stakeholders interested in participating in NATE’s work to support consumer mediated exchange should consider [NATE membership](http://nate-trust.org/membership) or subscribe to *News from NATE* on the NATE website at <http://nate-trust.org>.

#### ***About 360ofme***

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