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LITRA COIN

DECENTRALIZE HEALTHCARE

V1.2

[Litra.site](https://litra.site)



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Introduction

As the modern world industry shifts towards consumer focus, a savvy new player is moving fast to breath fresh air into the healthcare industry. We are poised to bring progress to the industry, drawing billions of dollars in revenue from traditional healthcare organizations while building lucrative new markets in the burgeoning New Health Economy.

“Consumers are ready to move; we can either make the change, or watch it pass us by.”

Our Goal:

The **\$5.5 trillion** US healthcare industry is being upended by companies attuned to the needs and desires of empowered consumers. These new entrants are nibbling at the edges of the traditional healthcare ecosystem, setting the stage for a New Health Economy.

The greatest corporate success stories of the last decade have been companies moving forward to provide products and services that truly improve the customer experience in a given field. Healthcare has sorely lagged behind in this regard- with many consumers left with a bitter taste in their mouths after receiving healthcare services. We believe that through the use of blockchain technology we can lay the groundwork to improve the healthcare system, and in doing so improve the lives of countless people. As we inch toward a value-driven world, healthcare customers, employers and individuals are signaling they may not wait.

As per Goldman Sachs report, We found that the US spends 18% of GDP on healthcare compare to 11% for Western Europe, 9% for Japan, and 5% - 6% in key emerging markets. The US healthcare system appears to foster an intersting dichotomy, constant innovation, yet no real change.

Our surveys found that consumers are willing to abandon traditional care venues for more affordable and convenient alternatives. Nearly half of respondents said they would choose new options for more than a dozen common medical procedures, such as using an at-home kit to diagnose strep throat or having chemotherapy administered at home. This simple shift in the market threatens at least \$64 billion of traditional provider revenue.



Given the tools with which to make the changes consumers want, there can be no question that consumers will move on.

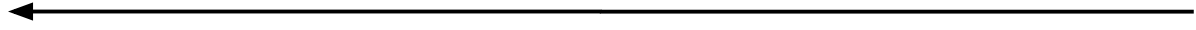
Examples of these changes can already be found in today's consumer habits. "Five years ago, hardly anyone went to a drugstore for a flu shot." Walgreen Co. President and CEO Gregory Wasson told investors at the JP Morgan Healthcare Conference in January. Today, Walgreen's enjoys \$400m in revenue annually from the immunization market.

"We intend to continue to grow share not only in this growing pharmacy market, but as well in the larger and growing healthcare space," said Wasson, whose company now offers a wide range of medical services. The fact is that many consumers would rather visit Walgreens for their shots than use a clinic or hospital.

"We are building a new health economy centered around the consumer, focused on transparency and convenience."

After years of dating, it's time for medicine and technology to marry. Healthcare companies should figure out how to harness mutual interests for mutual gain as they build care delivery models with patients, not patient encounters-at their center. The companies that will emerge as winners in this new marketplace will be those that can articulate how technology can add value, align incentives, and strategically share and analyze data. Utilizing block chain technology to this end opens up a whole new world of opportunity, and brings healthcare records into the modern era.

- Understanding which digital health technologies both physicians and consumers value should shape digital strategies.
- Generating meaningful, actionable insights through analytics will focus investments to yield better, faster results.
- Figuring out what motivates both caregivers and consumers to adopt and continue to use digital technology is critical for sustainability.
- Rethinking the workforce and informing workflows will fuel the digital health return on investment.



Ubiquity of smartphones and consumer readiness for mobile health :

Broadly speaking, market readiness for digital health in the US appears to have reached an inflection point. According to the Pew Research Center, over 75% of Americans currently own smartphones. The ubiquity of smartphones and app usage across all sects of the population represents both consumer appetite for mobile technologies and their willingness to adopt them. Although providing healthcare digitally features a unique set of (especially high) hurdles, The same Pew survey found that close to 70% of Americans had used their smartphones to procure health information from the internet in some way or form.

While some might make the case that the elder portion of the population could hamper the adoption of digital health (most healthcare is directed towards the ageing), the Pew Research found that 27% of individuals above the age of 65 used smartphones (up nearly 50% from the previous year at 19%).

Litra Changes Everything

Imagine a world where the consumer, not the establishment controlled healthcare records. Imagine a healthcare system where payments were transparent and visible. Imagine a world where those healthcare records were digitized and databased so as to be accessible to any responsible party who could then make use of them for study and analysis. In a world where a computer can analyze your shopping habits and tell you that you're pregnant before you even know it yourself, imagine for a moment what a computer could analyze from your healthcare records- life saving diagnosis could be given without human intervention days or months before symptoms appear. Imagine the freedom that would come with being able to walk into any clinic you wanted, give them all the information they needed, and have them treat you in a way that suits you. Litra can and will save lives.

Electronic health records (EHRs)

while transformative in their own right- have not turned out to be a panacea for coordinating care or engaging patients more fully in their healthcare yet. Privacy and security concerns often stall efforts to share patient data outside the practice and stymie innovative technologies that can enable more efficient care.

Consumers, who are now paying more of the healthcare tab, are demanding transparency, convenience, and value. They are starting to vote with their feet in record numbers by opting for lower-cost, more convenient retail clinics.

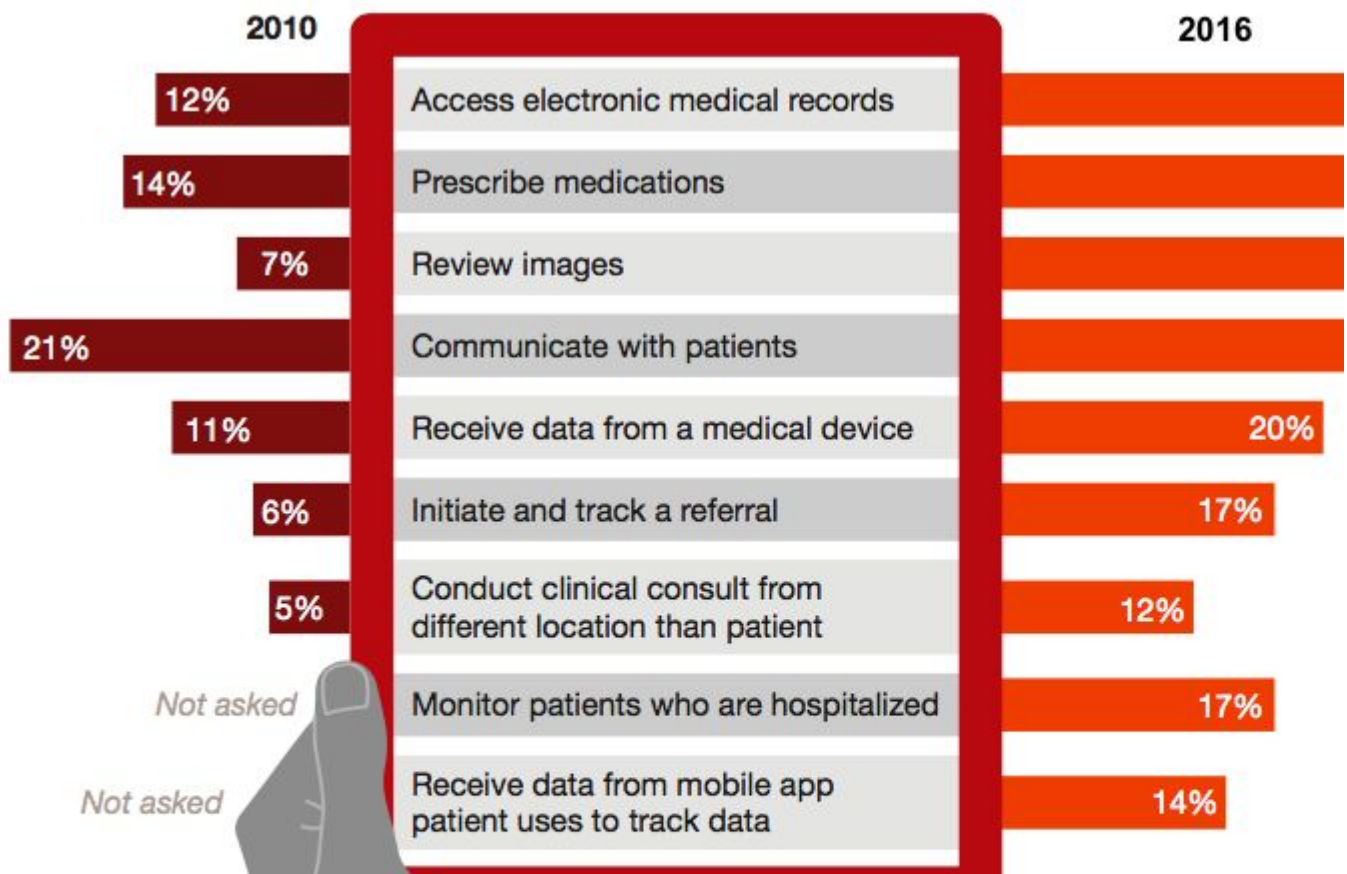
The care models of yesterday are inadequate to satisfy growing industry and consumer expectations.



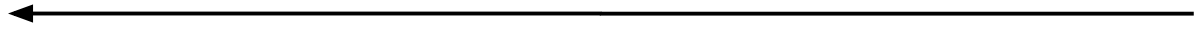
As part of the 2009 ARRA Government Stimulus program, Congress passed the HITECH (Health Information Technology for Economic and Clinical Health) Act, which was designed to promote adoption of EMRs within the US Healthcare system through \$35 billion+ of incentive payments and eventual reimbursement cuts for non-adopters.

While EMR adoption had been on the rise for both hospitals and physicians prior to the HITECH act, the 2011 implementation of the HITECH Act spurred a considerable increase in uptake. Between 2011 and 2013, Hospital EMR penetration rose to 94.0% from 71.9% and Physician EMR penetration rose to 78.4% from 57.0%. Moreover, the new rules mandated not just software installation, but thresholds of digital use and documentation by Caregivers through the Meaningful Use Program. This includes thresholds for Computerized Provider Order Entry (CPOE), Prescribing, digitalized patient medical and demographic histories, and interactions/data exchanges with other healthcare stakeholders

Increase in adoption of digitalization from 2010 to 2016



“ Understanding which digital health technologies both physicians and consumers value should shape digital strategies.”



Tomorrow's successful healthcare delivery models are expected to be:

- **Focused on the patient as a consumer**

Personalized, transparent, convenient, and on-demand. Tomorrow's models will focus on the customer experience and understanding patients in their everyday lives. Health systems will use customer relationship management technology to generate and manage demand.

- **Predictive and precise**

Analytics will enable caregivers to develop customized care plans for individuals, while also managing care for and improving the health of patient populations. Analytics will help caregivers identify high-risk patients and anticipate problems.

- **Integrated and transparent**

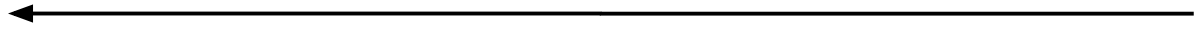
Health systems will migrate away from an environment of incentives built on charges, admissions, patient days and billing codes to one that focuses on consistent delivery of evidence-based care at the right time, in the right environment, using the right people.

- **Team-based**

They will disseminate superior standards of care through a team-based operating model with clear roles and accountability based on clinical quality, clinical efficiency, patient satisfaction and financial performance. They will use digital technology as a tool to design work processes and protocols that allow all clinicians to practice at the top of their license.

- **Sustainable**

Health systems will operate on a well-orchestrated system of care rather than one based on siloed clinical and administrative departments, achieving sustainability by integrating processes, technology, and people. They will transform clinical departments into broader business units focused on the consumer.



• **Quality-based and efficient**

Health systems will manage their financial health based on a new healthcare economy that supports different types of risk- and quality- based care models. They will tie quality measures to reimbursement, which will promote clinical expertise throughout the system of care.

While **EHRs** have come a long way during the past five years-many now act as central data repositories for clinical and genomics data, information exchanges with other **EHRs**, and tools for performing basic analytics. Industry professionals agree that they cannot stand alone.

A large opportunity exists for integrating **EHRs** with other databases and devices, such as those used for customer relationship management, billing, research and development, and mobile health and analytics. Acting in concert, these tools can give caregivers a more complete portrait of patient care.

Human error, both on the part of the consumer, and on the part of the practitioner still lead to countless lost lives every year. Perhaps a gentleman does not feel the pain in his chest warrants a trip to the doctor. Worried about insurance or knowing he cannot miss work, he ignores the pain. By the time he receives a diagnosis, the harm may have already been done. Given the right software, he could have just filled in a few symptoms on a database, made a few taps on his mobile phone, and uploaded all the information the right software would need to tell him exactly what was wrong, and suggest immediate suitable treatment.

In the future, patients will expect to see their data, and this will drive more data standards, which will in turn drive physicians to exchange more information with each other.

Approaches during the next five years will be using analytics software to manage large volumes of data to predict patterns such as the likelihood of acquiring a disease or being admitted or readmitted to a hospital based on a variety of health, genetic, environmental, and social factors. Being able to merge information about a patient's financial status, home life, and other social and environmental factors is essential for establishing a personalized care approach and determining which digital interventions will work most effectively for that individual. By anticipating medical problems, healthcare companies can protect at risk revenue.



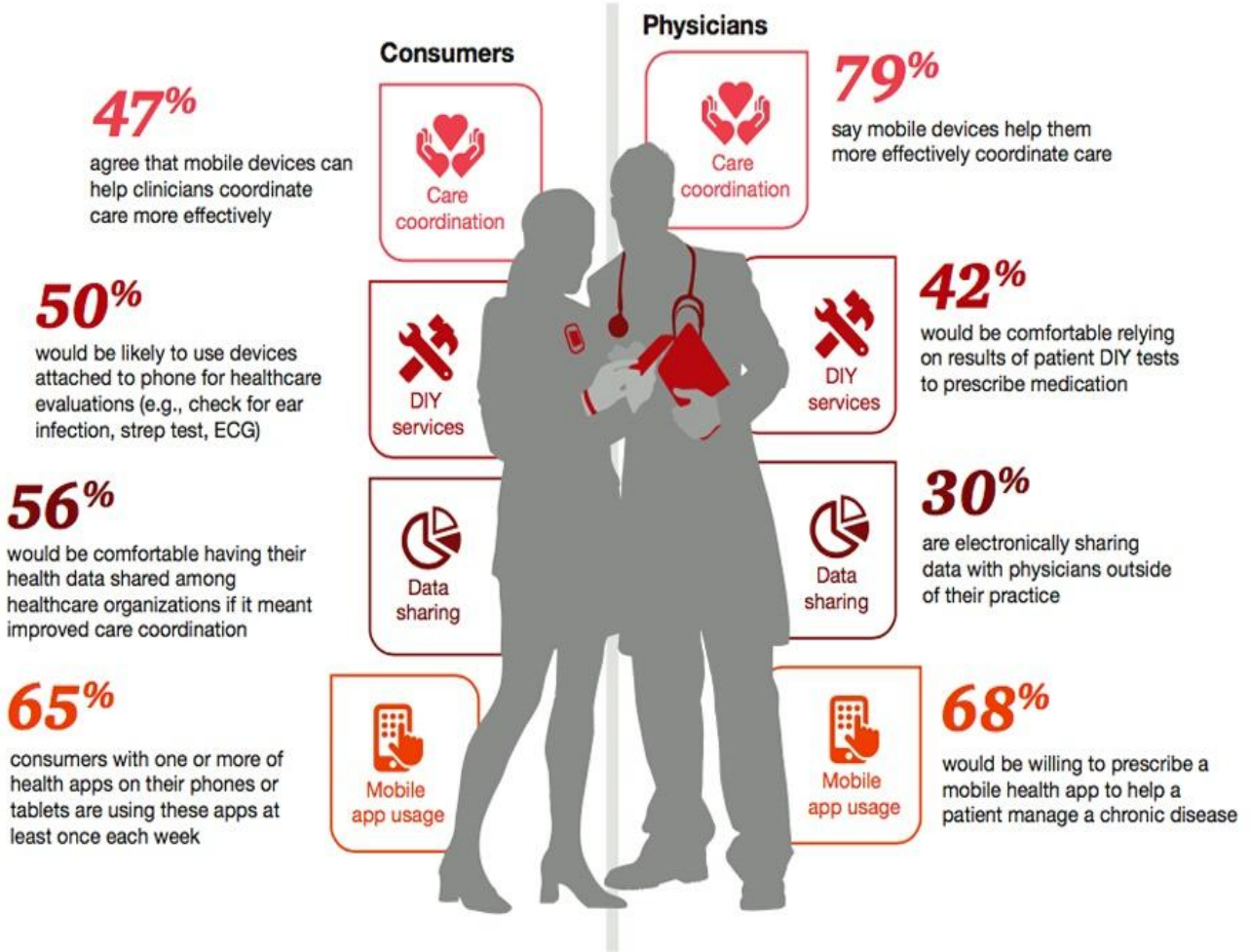
“In the future, machine learning systems will know your body better than any single practitioner ever could. Given the chance, technology will extend your life.”

The market for services offering transparency in healthcare pricing and quality is embryonic, yet growing. New entrants and traditional businesses, particularly insurers, are grappling for share in this new area. In three years, venture capital firms have invested \$400 million in start-ups targeting price transparency, while companies such as Aetna, Cigna and United Health Group have launched their own tools for members.

Most of these services allow consumers to compare prices and various quality measures for healthcare services, physicians, drugs and procedures. Some offer Yelp-style user reviews. Still to come: a national comprehensive shopping option. With **Litra** this no longer has to be just an idea, it can become a reality. Why not give consumers the ability to run a cost comparison on their treatment, the same way they would before they bought a new laptop computer?

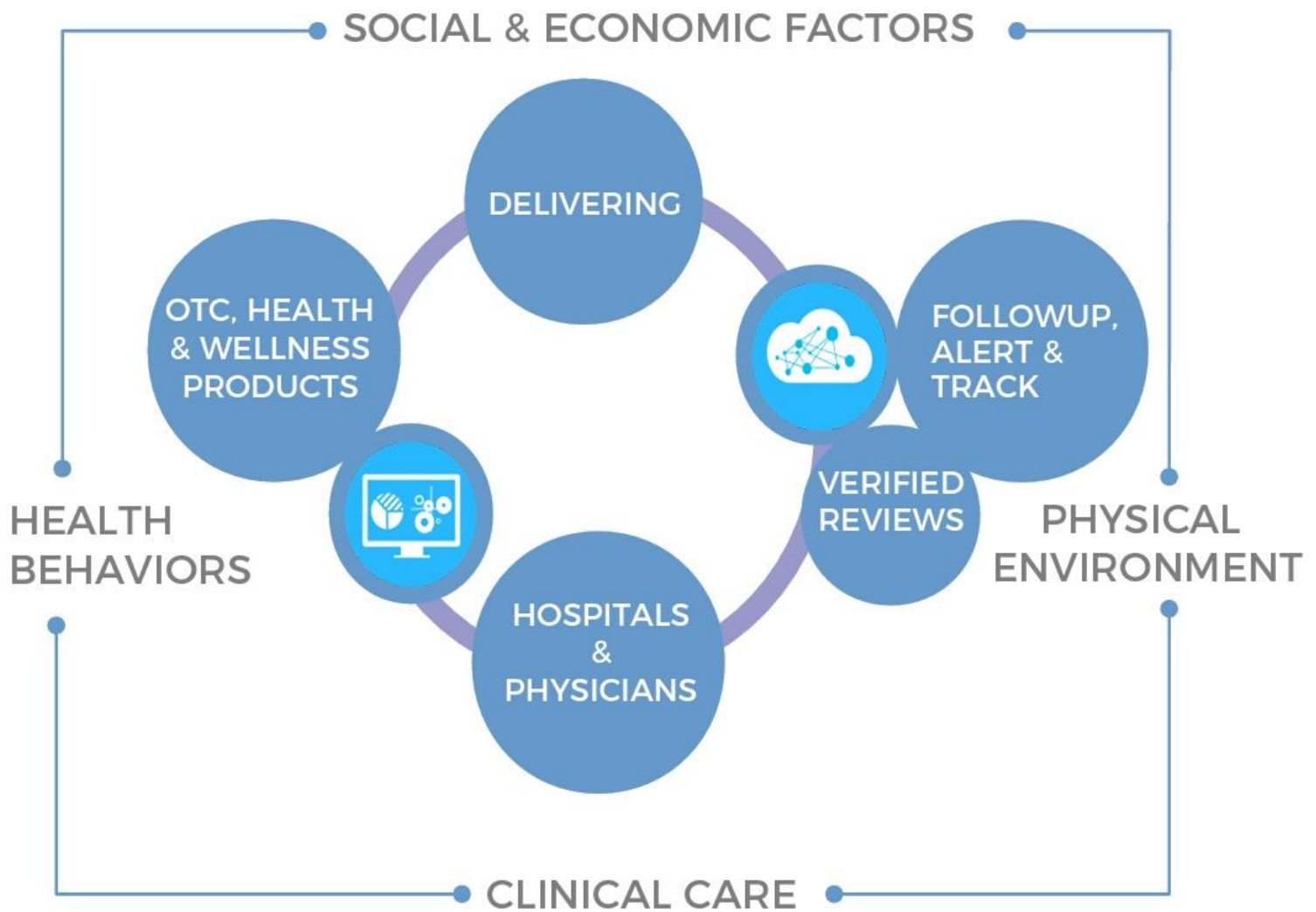
The Litra Plan

- Start with the consumer and work backwards.
- Be flexible. All organizations should develop strategies for both fee-for-service medicine and value-based models.
- Don't go it alone. Benefit from smart alliances. As partners, traditional healthcare companies can serve as guides to the regulatory and payment maze, and technology companies can take advantage of the platform Litra provides.
- Integrate. Skeptics point out that an a la carte medical system will undermine efforts to integrate care if data are not readily available to all caregivers.
- Business model innovation is a complex process with no single recipe for success.



“The digital world has trained consumers to believe they don’t need to pay much for many online services. The hunger for transparent pricing may partially explain the popularity of retail clinics, which prominently display price lists.”

Litra Blockchain





Free Electronic Health Records (EHR)

Focused on the patient as a consumer.

Personalized, transparent, convenient, and on-demand, tomorrow's models will focus on customer experience and understanding patients in their everyday lives. Health systems will use customer relationship management technology to generate and manage demand.

Analytics will enable caregivers to develop customized care plans for individuals, while also managing care for and improving the health of patient populations. Analytics will help caregivers identify high-risk patients and anticipate problems. Health systems will migrate away from an environment of incentives built on charges, admissions, patient days and billing codes to one that focuses on consistent delivery of evidence-based care at the right time, in the right environment, using the right people.

Health systems will shift care from interaction among the patient and the physician to interaction among patients and a broader clinical team. They will disseminate superior standards of care through a team-based operating model with clear roles and accountability based on clinical quality.

In contrast to today networks, distributed ledgers eliminate the need for central authorities to certify ownership and clear transactions. They can be open, verifying anonymous actors in the network, or they can be closed and require actors in the network to be already identified.

With **Litra blockchain** the cost of the supply chain will drop, currently the supply chain is the largest expense for healthcare providers, with an estimated **\$5 billion** of annual waste.

Why Litra Blockchain

Litra blockchain can provide additional accountability and transparency to the healthcare industry. The data itself can be deposited anywhere while the blockchain stores the links to EHR updates. All updates associated with any individual health record can be curated within individual blocks and published on the Litra blockchain.



Lets focus on the patient as a consumer

By putting the customer in charge of his EHR, they have the right to give access to, or deny access to whoever they wish. If they wish to submit their information then they can. They can open it up to be cross referenced with their families data, or with that of their ancestors, to provide the fullest possible picture to caregivers. With Litra Blockchain individuals will have access to their EHR record from their own devices, whether they are home or abroad. There need be no lost time in gaining treatment wherever they may be.

Litra Blockchain benefits :

- Free and open to individual and healthcare providers.
- Shared network without compromising security.
- Combines with the IoT.
- Reliable individual history, including family history.
- Transparent pharmaceutical prescriptions process.
- Accurate drug consuming.
- A new way to pay for your healthcare.

Decentralized database :

Our EHR openness model will not move EHR to a central location, we are going to open up the channels between everyone, consider it as database, global system of record for the entire industry. With that there will be no extra cost for any institution to adopt, nor for the end user the patient, this will take EHR openness to new level that never been reached before.



With the advent of the LitraCoin public blockchain and its related sub-protocols forming the backbone of transparency, and speed, for peer-to-peer communication, we can now provide users a medium of agreements that is decentralized, permission less, trustless, with fair access and is cryptographically verifiable. A medium that maintains an '**immutable**' transaction record as long as the majority of the Litra blockchain network collectively agrees.

With LitraCoin blockchain the healthcare possesses the technology necessary to build a better model for the speed. We believe the litra public blockchain will continue to permeate all future need for healthcare.

We at Litra decided to work on **LiteCoin blockchain** based on our 3 years research, that this blockchain is the most suitable for healthcare, and the speed and transparency it require, with no extra cost to adopt. And minimal running cost.

With our blockchain we will have Patient Centric care coordination, instead of moving data to a central location.

“The only record that gets created before you are born, and still has value to your family after you pass away, is your health record.”



LitraCoin :

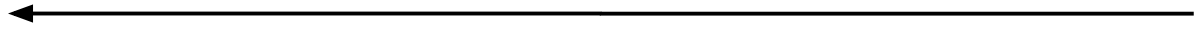


Litra Blockchain introduces its own platform token called "**LitraCoin**" for updating EHR/EMR in Litra Blockchain.

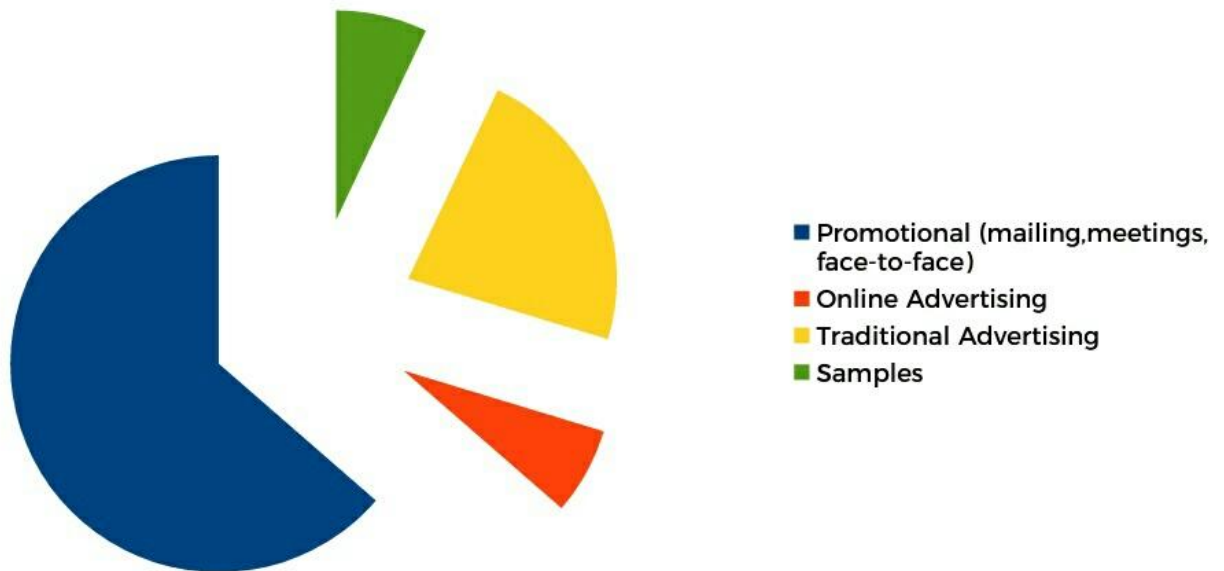
LitraCoin can be used as a payment method for using services in its platform in addition to USD.

Plenty of benefits available to physicians, healthcare providers and US citizens by shifting from updating EHR records in centralised cloud to decentralized Litra Blockchain due to its benefits like *no down time, saves time, reduces cost, transparency, and more convenient.*

Due to limited supply of LitraCoin and increase in demand for updating EHR in Litra Blockchain. The Value of LitraCoin will increase significantly in near future.



Pharmaceutical industry advertising :



Right now \$28 billion is being spent annually by pharmaceutical companies to reach physicians and healthcare institution to use their products. It breaks down to \$1.9 billion online spending, \$6.2 billion offline spending, and \$20 billion on direct relations (seminars, pharmaceutical representatives, plus other marketing techniques)

With our blockchain we will dominate that spending market, by offering pharmaceutical new way to reach physicians, and provide physicians better way to access new information about drugs, prices, and their patient co-pay.

As the blockchain adopting increase over next 3 years, we propose opening online personalize drug store, as our end user enjoy free accessing to their health record, they will have the advantages to know best product that suit them.



Litra ICO

PRE-Sale (25% Bonus):

August 14 (5:00 PM UTC) – August 28, 2017 (5:00 PM UTC)

ICO Event:

August 30 (5:00 PM UTC) - September 30, 2017 (5:00 PM UTC)

Litra Trading : Oct 30, 2017

- Litra Symbol : **À**
- Litra short : **LTA**

MONETARY POLICY:

- Limited supply - **99,999,999 LTA**
- Minting by block reward as in Bitcoin.
- Litra valued as **1 USD**.
- **29,999,997 LTA** ICO offering.
- Backed by useful day to day services.

ACCEPTED PAYMENT METHODS:

- Bitcoin to the address we provide.
- Ether to the address we provide.
- Bank transfer to accounts we provide.

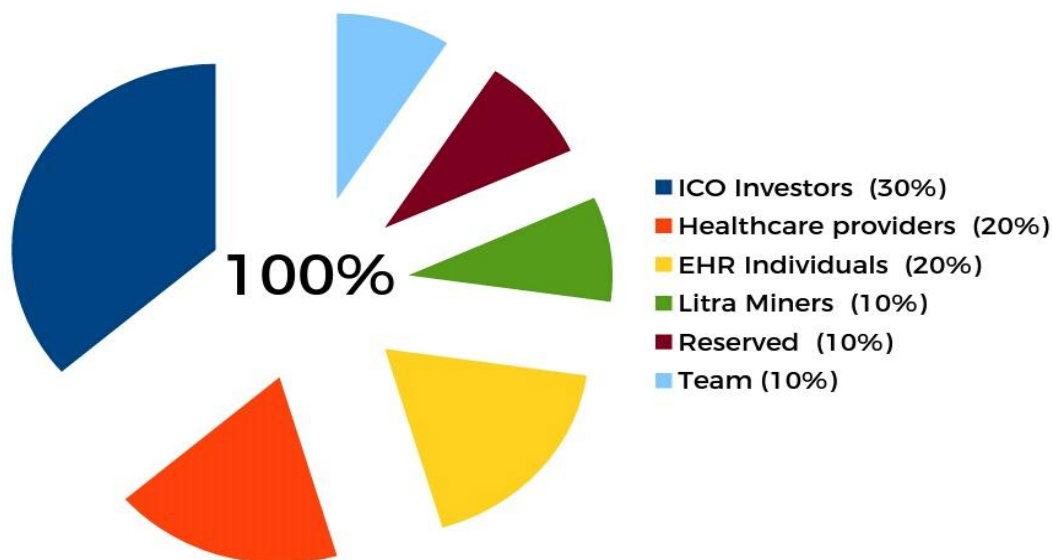
BREAKING LITRA COIN:

1 Litra = 1,000,000 litrapinz.
= 1000 litradollars.

1 LitraDollar = 100 litracents.

1 LitraCent = 10 litrapinz.

Litra Allocations



EHR Individuals (20%)

Every US citizen, permanent resident or foreigner who has a health record in the US, upon signing up to our beta registry, will receive 1 Litra, for free to spend in the ecosystem, it will hold 1 USD value, and any increase in Litra value will be reflected on it.

Our ecosystem will have healthcare products include pharmacy and health goods, virtual healthcare, and future partnerships.

Healthcare providers (20%)

Includes hospitals, clinics, research centers, and pharmaceuticals.

ICO Investors (30%)

- R&D Product development
- Marketing and Exposure
- Initial Capex: including licenses and compliances.
- Working Capital

Reserved (10%)

These Litra coins will be not sold during ICO and will be locked. If at some point it seems advisable to sell more, or to direct it to **EHR Individuals** pool we may do so.

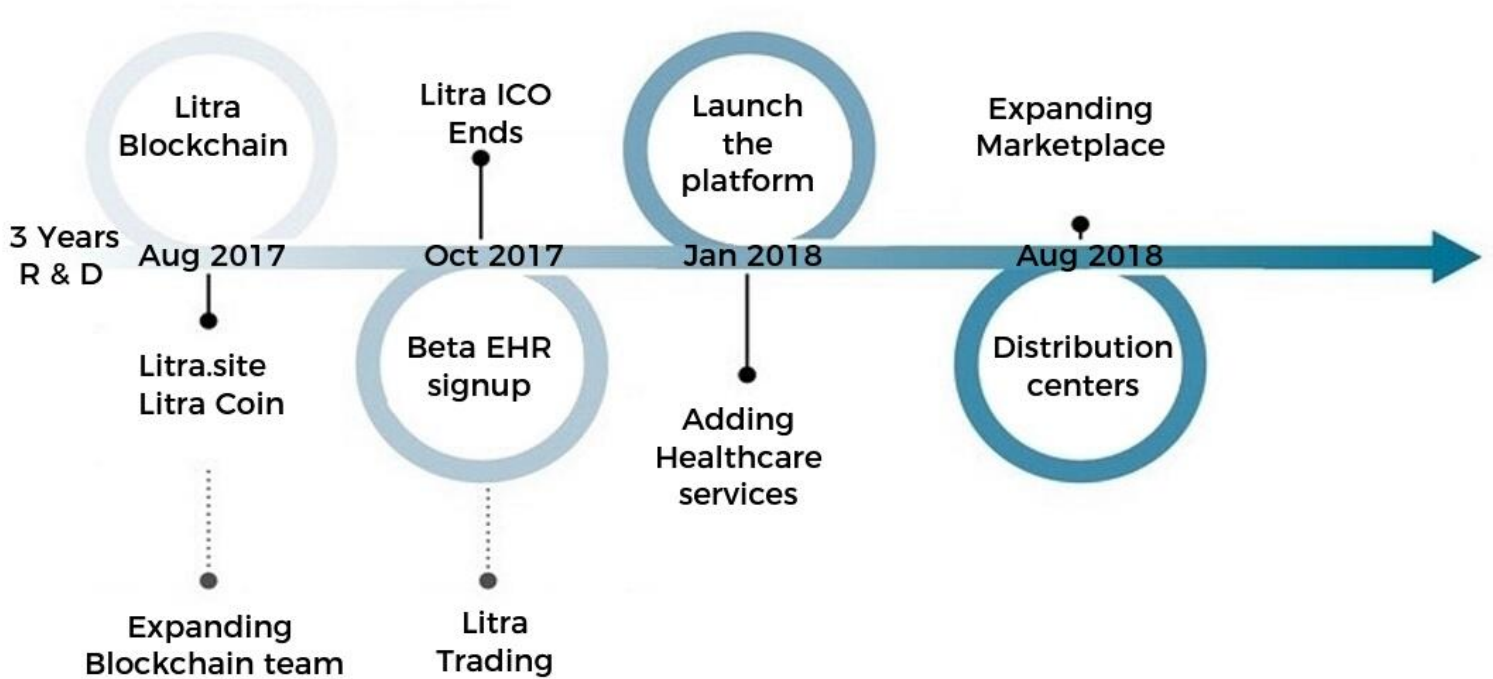
Litra Miners (10%)

For providing blockchain maintenance, distributing data, and more.

Team (10%)

Support, public work, network governance, and more.

Litra Roadmap



“We are confident that we understand and can manage the impacts of scaling the technology,”

- *Litra Blockchain team.*



Summary

Litra Blockchain plans to revolutionize the US healthcare market by offering free electronic health record access to all US citizens and people coming to US seeking better medical treatment, and in doing so open the door to a new kind of healthcare befitting our modern civilization.

The Litra Blockchain uses multiple approaches to fill the gap between all healthcare providers. It will open the EHR to these institutions without an extra cost of adoption, nor changing their EMR/EHR infrastructures

Litra Blockchain will cut the cost and time US citizen, and physicians need to access healthcare products and services, while ensuring the consumer enjoys a newly competitive market that puts service first.

The Litra Blockchain transparency and efficiency will dominate the Healthcare sector within 5 years.

Litra Blockchain is the first step of our full circle of healthcare services. The world is moving forward. Only with litra blockchain technology can the healthcare industry hope to keep up.

Litra Blockchain is the future of US healthcare. Welcome on board.

Executive Team



Matt Abbott

Technology & Analytics

Abbott brings experience in project management, data analytics and risk management to the board of Litra. Prior to joining Litra Abbott was involved in the development of multi projects Google. Abbott holds Bachelor of Arts in Economics.



Sergey Akayev

Technology & Cryptocurrencies

Akayev is a serial entrepreneur with more than four years of experience in the cryptocurrency space. Prior to joining Litra, Akayev was a co founder of BitcoinCreditOne.



David Rubin

Technology & Adopting

Rubin aims to help bring Litra Blockchain to the mass. With master level of understanding blockchain file systems and cloud storage.



Robert Van Damme

EHR /Chief Blockchain Architect

Van Damme worked in multi EHR/EMR projects including Specialty Hospital chain, in Europe and the US in last 5 years.



Mu Amos

Founder

Supervisor and project manager for 3 EHR integrations at 3 different healthcare institutions, including Specialty Hospital chain, advisor for KH Cancer center. Sold first startup (tradelines.com) at 21, background include marketing and workload optimization.

ADVISOR



Dave Norris

Financial Risk/Legal Consultant



Links

[Litra Website](#)

[Introduction Video](#)

[Early Investor](#)

[Slack](#)

[Twitter](#)

[Reddit](#)

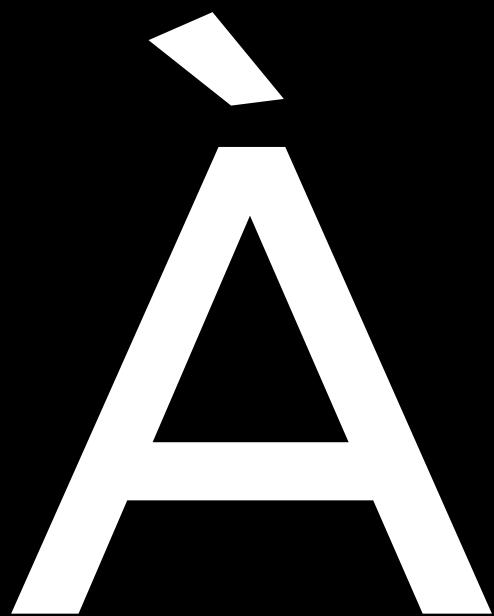
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[Facebook](#)



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