

LunaDNA

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LunaDNA decided to put people at the center of their model by offering users shares, in exchange for their medical data. This creates a fair, secure, and incentivized system for users, and large amounts of data to drive medical breakthroughs.



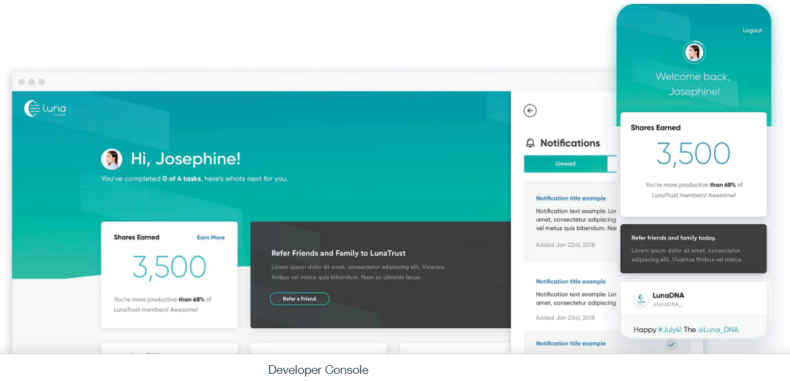
Data ownership has been a topic of much concern in recent years, and the model employed by LunaDNA could pave the way for a more ethical and just industry standard in not only medical data, but in all sectors where data is gathered from individuals and sold.



“LunaDNA is the first health and DNA discovery platform owned by its community of data contributors. When you share your health information to our secure platform, you become a true co-owner of the organization and share in the value created from medical breakthroughs.”

People are at the center of the process so the first and most important steps offer the user three things.

- **Security** by encryption and de-identification of data.
- **Control** by choosing what data they wish to share and keeping it within the platform.
- **Privacy** by using best practices including HIPAA, GDPR, and CCPA compliance.



The Future for LunaDNA

The evidence for LunaDNA's sensitivity to Human Centered Design is obvious, in not only its business model, but also the various points of interaction it gives to users. Transparency throughout the process of interacting with the service begs the question, what next?

The brilliant team has been working to gather valuable information to aid in the efforts to control the current pandemic, but also thinking forward for the return to our normal lifestyle. The gathering of data from wearables and medical devices, the inclusion of community resources, and new ways for users to explore their health are a promise of more exciting things to come from the continued use of human centered design thinking at LunaDNA.



- LunaDNA Website: <https://www.lunadna.com/>
- Covid-19 Study: <https://www.lunadna.com/wp-content/uploads/2020/08/COVIDSTUDY-Infographic-r5.pdf>