

1. Organization: Apple
2. Web Page link: apple.com
3. Industry segment: hardware/software/mobile/entertainment, mostly consumer market, entering the world of health via the iPhone hardware/software ecosystem
4. Why we consider them relevant:
Not sure how relevant they are given that their needs are currently patient facing. That may change in the future, but Apple provides no insight into their future moves.

Use case they support is the ability for a patient/caregiver to pull EHR records, specifically, the common clinical dataset, and securely store on the iPhone. The iPhone owner dictates what apps have access to that downloaded EHR data. They are consumers of FHIR API services - they don't provide them. In particular, they're able to download personal patient data provided by health systems who are early implementers of API Meaningful Use requirement.

5. Relevant services delivered or planned:
They do not offer FHIR API services -- they offer only SDK's to programmers writing software that wishes to access EHR data stored on the iPhone via HealthKit.

They have a custom healthcare data model documented on their web site.

They do not reveal future plans.

1. Standards supported (versions): FHIR STU2 for download
2. Exchange methods: FHIR for data download, custom SDK for local health data access
3. Content standards: Proprietary
4. Trust frameworks: n/a - consumer/patient mediated. No app/company can access data w/o user's consent. Requires health system to create custom pages explaining services to their patients.

6. If healthcare related:
 1. Any relevant FHIR services (current or planned): N/A
 2. Playing on another tiger team: Not that I can determine from Wiki, but they could be if they're planning on entering the provider or payor space.

7. Contact: Dr. Ricky Bloomfield, Clinical & Health Informatics Lead, Apple

8. Method of discovery (google, contact with organization, third party info, ...): Contact w/ organization, UCSF meeting w/ Dr. Bloomfield, implementation w/ UCSF to be listed as a health system within Apple Health

9. Client examples: 150+ EHR's listed, no iOS apps using HealthKit EHR data yet. SDK was launched in October.

10. Lessons learned: Apple might be able to utilize a directory, though UCSF had to go through testing with Apple. Hurdle was Privacy and Legal departments understanding the use case, language around responsibility.

11. Potential synergy: Apple Health would directly benefit from the higher adoption of FHIR, specifically having a public directory of FHIR data providers. The Apple App Store could be filled with apps powered by data exposed by API's, and that benefits many of the stakeholders: patients, providers, payers, and caregivers. Onboarding could be simplified.