

Risk Spectrum diagram (aka the Apocalypse Spectrum) The Continuum of Risk for Personally-Generated Health Data Sharing

	Smiley face Icon	Red cross icon	Microscope icon	Smartphone icon	“Like” thumb-up icon
Where Data Goes	Data to No One	Data to Care Providers	Data to Researchers (w/consent)	Data to Consumer- Facing Vendors	Data to Social Media
Examples	Self	Doctors, home health, PT, OT counselors	Clinical trials, hospital QA, CDRNs, PPRNs	Fitness apps, travel manager, banking, music streaming,	Facebook, Twitter, Instagram, LinkedIn, Foursquare
Implications of This Choice For Patient	-Low breach risk -Inconvenience -Provider may lack needed info	-Data available when needed -Can't manage breach risk -Can't choose which providers see PHI -Data may be sold/ given to vendors	-Data potentially used to do good -Can't manage breach risk -Uncertainty over where PHI has gone -PHI may be sold in commercialization of innovation	-Convenience -Collection of potentially useful PHI -Can't manage breach risk -Can't choose who sees, uses PHI -PHI may be sold to unknown third parties -Law enforcement may access (e.g., for crime, profiling)	-Convenience -Entertainment -Potential engagement w/people w/similar health needs/concerns -Can't manage breach risk -PHI may be sold/ given to unknown third parties -Law enforcement may access (e.g., for crime, profiling)