



# Demo Day

October 2, 2015

1:00 p.m. – *Presentations*

2:30 p.m. – *Networking*



**Position Health** uses a simple smartphone application, downloaded at the time of discharge, to notify providers when a prior patient arrives at an emergency room anywhere in the country. The Position Health solution allows providers and hospitals to intervene before important ER decisions are made, preventing unnecessary re-admissions and testing. The Position Health approach requires no integration with EMRs and is simple to implement. They have a signed letter of intent with Massachusetts General Hospital as their launch partner.

**@positionhealth** // [positionhealth@blueprinthealth.org](mailto:positionhealth@blueprinthealth.org)

*Led by Michael Lindsey, Kyan Safavi, and Sounok Sen*



PSOCRATIC

**Psocratic** helps employers increase productivity by helping their employees manage and become resilient to stress. Instead of waiting for a crisis to occur, Psocratic provides weekly training in time management and stress management, making employees better prepared to overcome stressors. Psocratic is generating revenue and has signed five clients.

**@psocratic** // [psocratic@blueprinthealth.org](mailto:psocratic@blueprinthealth.org)

*Led by Kristine Miranda, Aaron Windfield, and Max Englander*



**Bind Health** provides a plug-and-play solution to help genetic-testing labs offer tests direct-to-consumer. Bind makes it easy for labs to collect orders, comply with state regulations, deliver test results and provide genetic counseling to patients. In order to do so, the company has developed an e-commerce infrastructure to meet the specific requirements of genetic testing, a process for physicians to authorize test requests, and a nationwide network of licensed genetic counselors to provide support. There's no up-front cost and no workflow changes required for labs. Labs pay an annual licensing fee plus a fee per test.

@bindhealth // bindhealth@blueprinthealth.org

*Led by Alexandre (Alê) Thome, Marcio Tomiyoshi, and Carol Malcher*



**Crediyo** helps patients pay for their out of pocket medical expenses (e.g. their deductible) by giving them access to completely customized, low interest credit products at the point of service. Additionally, Crediyo pre-funds healthcare providers on behalf of their patients, giving medical practices immediate access to cash flow. Crediyo's analytics platform allows medical practices to identify and evaluate a patients' propensity to pay. Overall, Crediyo creates a retail-like pricing, billing, and credit experience at the point of service, where prices are transparent, patients are rewarded with discounts for positive repayment behavior, and providers collect more. Crediyo is currently being rolled out at five medical practices and is in late stage partnership talks with Athenahealth and StatPayMD.

@crediyo\_ // crediyo@blueprinthealth.org

*Led by Leonard Hinton, Alana Levy, and Kush Saxena*

# medpilot

**MedPilot** enables healthcare providers to resolve late payments with patients, online, in minutes—while increasing revenue and preserving patient satisfaction. Americans are facing rising medical expenses, while bad debt and collections costs for healthcare providers continue to grow by 30% annually. MedPilot tackles these problems by facilitating personalized financial settlements, payment plans and by simplifying billing and insurance information to resolve outstanding balances. Providers utilize MedPilot to boost patient reimbursement, improve customer loyalty, and reduce collections costs. The team is in advanced talks with three hospitals and has a commitment to launch with a national franchise of 40 surgery centers.

**@medpilotnyc** // [medpilot@blueprinthealth.org](mailto:medpilot@blueprinthealth.org)

*Led by Jordan Brown, Jake Myers, and Matt Buder Shapiro*

# OCULUS health

**Oculus Health** offers physicians a turn-key solution that allows them to deliver care coordination services to their patients with chronic conditions. Using the Oculus platform, healthcare providers and organizations are able to bill for the new chronic care management code, CPT 99490. The Oculus platform offers patients remote monitoring, a 24/7 offsite care team of medical assistants and nurses who facilitate care management as directed by the patient's care plan. Oculus allows each provider to generate, on average, an additional \$200k in annual revenue. Oculus has signed contracts with nine physicians and is already generating \$600k in annual run-rate revenue.

**@oculushealthapp** // [oculushealth@blueprinthealth.org](mailto:oculushealth@blueprinthealth.org)

*Led by Sridhar Yerramreddy, Kishori Somyreddy,  
and John Lustig*

# DOCDELTA

**DocDelta** is a predictive analytics solution to help healthcare institutions recruit and retain top talent, focusing on physicians and nurses. DocDelta leverages multiple big data sources to identify top passive job candidates and assess their interest in new opportunities. Clients pay a monthly subscription to use DocDelta's web-based platform, and they also offer customized applications and consulting services. They have signed a contract with one of the largest primary care physician groups in New York, and they are in advanced talks with over a dozen major hospital networks.

**@wearedocdelta** // [docdelta@blueprinthealth.org](mailto:docdelta@blueprinthealth.org)

*Led by John Dymond, Chris Toudic, Simone Gabriellini, and Simon Marcus*



**HIPAAfix** provides a comprehensive "HIPAA-in-a-box" solution for physician practices. They automate compliance with HIPAA regulations, turning an expensive consulting problem into a simple software enabled service. Features include data protection, friendly and intuitive training, and automated creation of forms and documentation. HIPAAfix has signed contracts with five medical practices.

**@hipaafix** // [hipaafix@blueprinthealth.org](mailto:hipaafix@blueprinthealth.org)

*Led by Joseph Stornelli and Felix Feist*

# Thank you.

Thank you for joining us for **Blueprint Health's 8<sup>th</sup> Demo Day**, showcasing the Summer 2015 Accelerator class. With your help, NYC has become a bustling hub for digital health, and we appreciate your support.

The **eight companies** you will meet today have spent the last three months perfecting their products, gaining clients, and securing capital. Our dedicated community of entrepreneurs and mentors has provided them with invaluable insight to build and scale their companies.

Our mission is simple: to foster a community of innovation and to support companies seeking to improve the health industry through technology. We connect clinicians, investors, and healthcare experts to create an unmatched entrepreneurial ecosystem.

We are always looking for new partners, so please get in touch if you'd like to join the Blueprint Health community.

**Applications are now open** for our Winter 2016 program - accessible at [www.blueprinthealth.org](http://www.blueprinthealth.org) - please spread the word.

## **Team Blueprint Health**

Brad Weinberg

Mat Farkash

Jean-Luc Neptune

Doug Hayes

Mitchell Gormley

**Email:** [info@blueprinthealth.org](mailto:info@blueprinthealth.org)

**Upcoming Dates for our Winter 2016 Program**

@bphealth

#bpdemoday

Winter Program Begins: *January, 2016*

Winter Demo Day: *April, 2016*

## Sponsored by:



GOODWIN  

---

PROCTER