

ESTABLISHED LEADERS IN DIGITAL HEALTH ENGAGEMENT



Medicom Health turns 19 years old

Medicom Health empowers health engagement through world-class digital solutions:

Health Assessments

Hundreds of hospital marketers use our condition-specific health risk assessments (HRAs) to engage millions of patients. Our SaaS HRAs effectively convert web visits to office visits through personalized, evidence-based feedback. The Management Portal provides a wealth of mar-com automation tools and integrations.

Health Assistants

Our new clinical SaaS platform integrates with EHRs to mine the medical record for actionable data. We want to tackle the thorniest of patient and provider issues. The first module, Rx Savings Assistant, takes on medication adherence by connecting patients with Rx discounts at the point of care.



Sample health risk assessment



Barb Goergen & Tony Huth
Co-founders



Past

Founded in 2000 as a custom development shop, we initially built big-budget disease-awareness applications for a Who's Who of influential health organizations. This included many pharmaceutical companies and national medical associations.

Over time, our little think tank developed 300+ wide-ranging projects in-house. Soon, health systems took notice of our high-profile, award-winning work—especially an assessment for the American Heart Association for a 2007 Super Bowl commercial. But providers have much smaller budgets than pharma. To help them, we had to draw upon our years of custom assessment experience.

We built the first flexible, white-labelled SaaS platform for non-clinical health assessments. It allowed us to rapidly develop feature-rich products, yet keep the price-points palatable.

Present

Ten years on, we are still the acknowledged leaders in the space. Custom development is long past. Our feature-rich 3rd-gen platform is now High Trust Certified, and will soon include 21 assessments. Hundreds of hospitals generate significant revenue and engage a million consumers each year. We've launched a very promising second SaaS platform that bi-directionally integrates with EHRs like Epic and Cerner. With direct access to patient data, we can better tackle various complex health care problems at enterprise scale.

The first module on this new platform, Rx Savings Assistant, aims to revolutionize the penetration of pharma manufacturer discounts.

We want to chip away at the problem of medication adherence.

When patients can't afford their medications, they don't fill and follow Rx as prescribed. This results in financial consequences for health systems.

Our disruptive solution is comparable to GoodRx, but with key advantages for patients and providers.

Future

This new clinical vertical is a game-changer for us. It opens up many possibilities. Accordingly, we've got big plans for growth and innovation.

We'll continue to leverage our position in the marketplace to establish new partnerships and break new ground. We may seek additional investment to help us do more, faster.

Acknowledgements

Of course, none of this would be possible without our team of rock stars. Ultimately, our success is due to the dedication and talent of our incredible staff.

Lastly, we're followers of the Entrepreneurial Operating System, a business framework that helps us build a company that fosters our core values:

- Be passionately excellent
- Be positively resilient
- Be dedicated to customer and company




New clinical engagement SaaS



Will Sigsbee, Chief Executive Officer



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