

## Tiatros uses technology to build 'CarePod' around patients

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### DIGITAL HEALTH - CEO INSIGHTS



Ms Cerrone is a technology attorney and deal maker by background that practiced at two of Silicon Valley's top law firms, where she worked closely with the leadership teams of many great start-ups, helping execute the deals that took them to the next level.

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Health technology company Tiatros is positioned to ride the digital health wave in the coming years. Its mobile solution improves coordination of care across the healthcare system, and makes direct clinical services, telemedicine services, and clinical research faster, less prone to error, and less costly.

Tiatros connects doctors and other healthcare providers to each other and to their patient and their patient's family members, to realign the focus of care around the patient using social-network styled tools and interfaces that are already familiar to almost two billion people, including virtually all doctors.

On Tiatros, a patient's entire medical history is secured within a HIPAA-compliant health cloud, and is accessible anywhere, anytime, on any Internet-enabled device. Healthcare providers have immediate access to real-time data, including complete electronic healthcare records and high resolution specialized medical files, including entire MRIs and sonograms. The platform even allows the immediate sharing of non-digital information through a feature that allows the user to fax paper medical records from the doctor's office into the patient's 'CarePod' in the cloud.

A 'CarePod' is the term Tiatros has coined to refer to the private, secure place on the mobile web where all of the people and all of a patient's clinical information that are needed to manage efficient care is gathered. It takes just seconds for a doctor to

refer a patient to a specialist and begin sharing medical information, treatment plans, images like ultrasounds and other large, unstructured files that are difficult and expensive to share, and even conduct live video conferences.

Tiatros' strategy has been to work closely with thought leaders in academia and the healthcare industry in order to create something that makes medical devices smarter and more useful by allowing doctors to 'pull' useful health data sets from mobile medical devices and biosensors. It is clear that hospital CMIOs do not want to buy more medical devices - they want to be able to obtain better, more relevant data from new mobile medical devices. Furthermore, doctors want the ability to better organize and understand data that they have 'pulled' from devices - they don't want huge amounts of data just 'pushed' at them.

These are just a few examples of the CEO's plan to ensure her company is known worldwide for its innovation in medical research, public service and patient care. By joining forces with experts at UCSF Medical Center, she has been able to integrate hundreds of solutions within Tiatros that streamline clinic-to-clinic workflow processes, drive operational efficiencies, and lower the cost of providing health and wellness services. UCSF experts have helped the company understand where communications break down and data gets stuck across healthcare. They have also joined forces with the top clinical research groups to work on gathering research data from the world's newest, and most exciting mobile medical devices. For example, premiere clinical research groups that are leveraging Tiatros to define better ways to handle genomic sequencing data panels so that the information is more useful to doctors.

Throughout this process, the privacy and security of patient records and sensitive communications remains paramount. The University of California Information Security experts independently verified that the Tiatros solution complies with all US privacy and security laws (known as HIPAA regulations), as well as the separate, stringent University of California requirements for healthcare privacy and security. This required a year-long effort that very few digital health companies have even attempted, but is paying big dividends now that Tiatros is in discussions with other top medical centers and several Fortune 500 companies.

Tiatros has also prepared itself to quickly enter the digital health market and align with the thought leaders who are mapping out the future of mobile healthcare. To do this, the company targeted its first commercial product to be sold to premiere clinical research programs that are studying the most innovative products and services for telemedicine, wireless medical devices and biosensors, and genomic health data. This product, called Tiatros Research, is specifically designed to meet the needs of these studies. It is easy to buy, fast to set up, and makes managing a research study intuitive and efficient.

By aligning with the foremost providers of medical research, Tiatros has an extraordinary chance to align itself with the cutting edge of digital health. Doing so allows the company to optimize its solution to support the wave of telemedicine and mobile health and wellness products and services that are changing healthcare for the better worldwide. Tiatros' early growth in this space has been viral-its customers have been introducing the product to their colleagues at different campuses, and selling the product while using it. Tiatros now claims over 20 top US medical institutions in its sales pipeline thanks entirely to its customers and advisors.

Leading clinicians are also using Tiatros to provide innovative telemedicine and remote healthcare services. The University of California Health System has entered into formal legal agreements with Tiatros that allow the solution to be used with millions of patients across California. The company is excited to see that so many excellent institutions around the state and around the country are advancing telemedicine, global telehealth and clinical research with Tiatros as a partner. This includes researchers at UC Davis Medical Center, who are studying amazing new ways of leveraging Tiatros to manage the care of cancer patients remotely. Geriatric specialists at UCLA Medical Center are leveraging Tiatros to enable better ways of training and supervising the home healthcare workers who take care of the millions of elderly Americans in their own homes. Neurosurgeons in Phoenix plan on leveraging Tiatros to help people with Parkinson's disease, depression, epilepsy, and other debilitating disorders, using a Tiatros-enhanced medical device.

Many doctors say that Tiatros is the 'Facebook for Medicine.' However, the CEO says that, though that's a good high-level explanation, Tiatros is much more than that. Tiatros makes it easy for a doctor to send a query directly to a patient's phone, like, 'did you take your yellow pill? How many hours did you sleep last night? How is your mood today?' The patient can respond directly from his or her phone, and the responses are displayed within Tiatros. This is a very useful, real-time clinical information tool that doctors want to use-much more than a simple social network.

In the future, Tiatros want to partner with more thought leaders to advance guided care strategies for patients-using Tiatros' social network-styled capabilities and health data management abilities to help chronically ill patients heal over many years. Guided care is a relatively new model of proactive, comprehensive healthcare designed for people with multiple chronic

conditions by experts at Johns Hopkins Medical Center in Baltimore, Maryland. It is designed to increase patients' quality of care and quality of life, while improving the efficiency of their use of healthcare resources, thus reducing their overall healthcare costs.

Another powerful business model that Tiatros intends to explore is using its platform to enable more effective communications across different parts of the healthcare sector, such as allowing public health organizations, pharmaceutical companies, medical device manufacturers, and medical trade associations to inform, educate and influence targeted audiences. One way of thinking of Tiatros is as a high-touch, low-cost direct channel to doctors and other healthcare providers - or to a specific group of healthcare consumers. Tiatros is a secure, infinitely scalable, worldwide pipeline for product companies to manage how specific doctors prescribe their drugs or medical devices, and how patients use them. Everything can be tailored specifically for the target audience by language, location, disease, age, affinity group, etc.

Overall, the most important attribute of Tiatros is the company's passion and willingness to work with the finest minds in medicine. The platform has the unique capability of connecting doctors and patients within a private, secure workplace where healthcare providers can work together as efficient care teams, whose treatment decisions are coordinated and fully informed. It is Tiatros' goal to keep working with and facilitating these kinds of interactions, improving patient care and perhaps one day even helping the U.S. to reduce its overall cost of healthcare. For instance, in the U.S., 19 percent of healthcare tests are repeated only because a doctor cannot access the results of a prior test - a problem that Tiatros is well on the way to solving.