Syndesis™

Business Plan: Concept Paper

Graduate Division

Cory Smith   Raymond Raven   Omid Akbari   Murtaza Masood

Company Overview

Syndesis™ is a cloud based data integration network connecting healthcare providers, diagnostic centers, hospitals and patients.   Our company was conceived to improve the quality and maximize the efficiency of healthcare delivery within a region or community by facilitating the seamless integration of health information. Syndesis™ enables the mobilization of healthcare information electronically across the spectrum of subscribers. This is achieved by developing and implementing services connecting disparate electronic medical record, imaging, pharmacy and practice management systems.

Why do we need Syndesis™?

Electronic Medical Records (EMR) were developed to improve gathering, recording and sharing patient information. Unfortunately, EMR data is primarily in silos, available only to the users of each standalone system, making the sharing of essential information difficult. Each vendor offers integration services, but at high rates, making it impractical for each provider to integrate with multiple partners in the provider network.

Integration is one of the key growth drivers of the health information technology. However, existing vendors are not incentivized to foster integration and information sharing since they are in the business of propagating their products to more physicians and practitioners. This has increased errors, redundancy and unnecessary expenses. Even though most systems comply with industry standards for information interchange a convenient, easy to use and cross platform solution still eludes the market.

How Syndesis™ works?

Syndesis™ provides a platform from which information is exchanged. When EMR, Central Physician Order Entry (CPOE), pharmacy, radiology and other ancillary systems are integrated, they create a super set of data across the health care continuum. Syndesis™ is accessible through web, desktop and mobile applications.

Doctors, labs, pharmacies and hospitals will be able to subscribe to Syndesis™. The subscription allows the provider participant to utilize our proprietary set of connectors to their existing EMR (and ancillary systems) to contribute data to the Syndesis™ cloud. They will also gain access to authorized patient records from other sources. This data will be automatically synced with their systems. By removing barriers to information sharing and allowing easy access across the provider spectrum it allows for continuity of care, reduction of errors in judgment and increases operational efficiency of the participating clinicians allowing them to save cost and time.
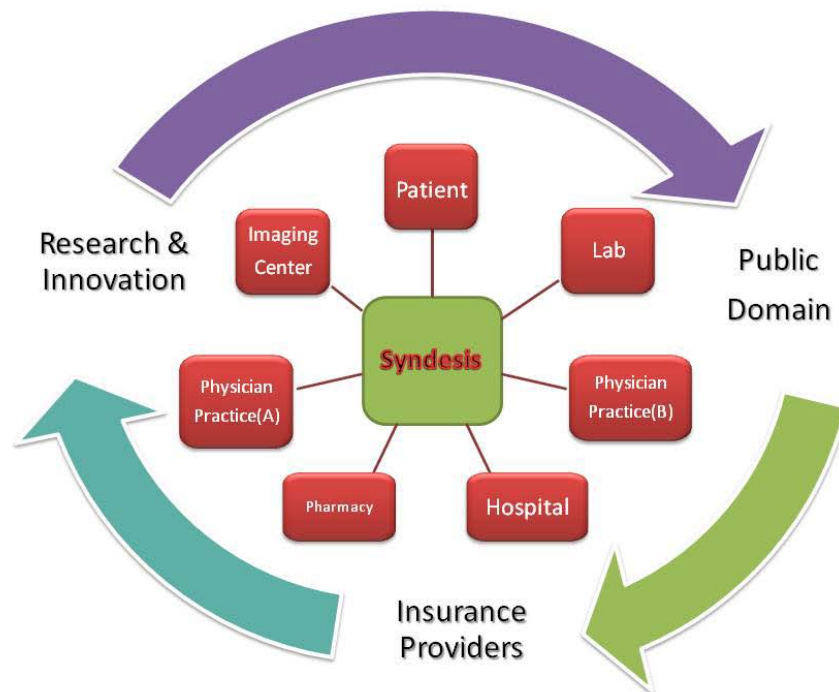
Figure 1: The Syndesis™ Ecosystem

Patients will be allowed to subscribe for free and will be able to access their complete records from all connected sources. The Syndesis™ patient portal will let them manage their privacy, control access to their information and utilize health and lifestyle management applications.

With the permission of patients, subscribing insurance providers are able to instantly determine medical necessity for diagnostic tests and procedures by accessing real-time information. They can interact with the provider office via Syndesis™ collaboration tools to provide fast and accurate decision information.

Syndesis™ analytics and research services will provide diagnostic, treatment and results information to facilitate medical research and public policy domains.

The Syndesis™ Difference

EMR vendors primarily focus on deploying their own solutions. Their integration and online support is used to connect their various products. At most, they integrate hospital records systems to practice EMRs at a very high cost to the client. Their interest is to protect and grow their market share in the EMR space. The second group consists of upstart companies such as Microsoft Vault, HalfPenny, HealthyCircles and Lifepoint. MS Vault is a voluntary system for patients to enter and manage their own data with the ability to download some laboratory and imaging data. However, the service does not integrate

with doctors, hospitals or other acute care providers.

Companies like Lifepoint and Halfpenny do not have a patient interface nor do they provide connectors to various EMR, Practice, CPOE, imaging or pharmacy systems.

Syndesis™ fits this market gap with a platform that is open standard based (HIPAA, HL7). It provides intuitive end user interfaces and services connecting clinicians, diagnostics, patients and hospitals.

Syndesis™ will grow its community of practitioners, patients and hospitals in an organic manner by creating ecosystems within each subscriber's geography. This will require marketing to physicians and their surrounding referral network. The key marketing features will be personal outreach, deploying subject matter experts and model users. Other marketing initiatives will include partnering with professional associations, industry events and social media outreach to the public.

Syndesis™ will generate revenue by subscribing physicians, labs, pharmacies and hospitals for a service fee. Today 75,000, out of a total of 225,000 plus, physician practices in the U.S use an EMR system. Industry shifts along with government policy and mandates will encourage an increasing number of physician practices to adopt integrated health care systems. In addition to physicians, revenue will be generated from labs, imaging centers and hospitals. Another avenue of growth will be supplying decision-making data to insurance providers. Research and public domain entities will be other candidates for further monetization of Syndesis™ services.

Team Syndesis™

- **Cory Smith** – 12 Years Management Experience in the Healthcare Industry focused on Finance, IT, Sales and Operations; UCI EMBA '13.

- **Raymond Raven, MD** – Chief Hand Surgeon and Managing Partner, Orthopedic Surgery Specialists; Asst. Clinical Professor, Keck School of Medicine, USC; Member Information Technology Advisory Group, American Society for Surgery of the Hand; UCI EMBA '13.

- **Omid Akbari , MD** – Serial Entrepreneur; Founder and CEO of three International Companies; 14 years Executive Management in Sales, Marketing and Business Development; UCI EMBA '13.

- **Murtaza Masood** – IT Executive and visionary with 12 +years of software solution and product development experience. Chief Architect for Healthcare Information Technology Solution Provider. UCI EMBA '13.