
One-line Pitch:

eMerge Health is the first company to provide a Hands-Free, Intra-Operative Documentation and cloud-based (SaaS) Workflow System to allow physicians and nurses to better document procedures at the “moment of care”.

Business Summary:

A team of leading GI physicians and software engineers developed a web-based software system to enable hands-free, intra-operative documentation for the 75,000,000 endoscopic procedures conducted each year. Through use of seamless clinical workflow, a typical practice can increase revenue by as much as 50%, and improve clinical quality. To date, the solution has been implemented in hospitals and ambulatory surgery centers throughout the United States.

Executive Management:

Trent McCracken, President & CEO has spent his career fostering a passion for entrepreneurship in the software industry. Prior to joining eMerge Health, he had owned and operated successful technology and telecommunications companies. Experienced in mergers and acquisitions, he has repeatedly demonstrated his ability to push the boundaries that often hinder small companies and instead leverage limited resources to emerge as a viable player in the markets served.

Products:

Medical practices today conduct approximately 200,000 endoscopic procedures each day throughout 10,000 sites in the U.S. Reimbursements for these procedures are declining, yet demands on clinicians to improve quality and increase patient volumes rise. Post procedure paperwork and dictation consumes between 5 and 15 minutes per case, and makes recall of procedure details difficult for operative physicians. CRC has the second highest mortality rate among all cancers, yet fewer than 50% are getting screened for this cancer.

Technology:

The company has created a proprietary keyword matching database and algorithms for specialty specific recording and documentation generation. The product includes an automated workflow system which allows for operative reports to be completed while endoscopies are being performed, which enhances patient care via superior procedural documentation, medication tracking and output of measurable quality data. The seamless workflow process automates the areas of patient intake, pre-op, endoscopy suite, recovery and patient discharge and includes complete scope and vital signs hardware integration. **The company is the first and only to deliver this solution using advanced cloud-based technology.**

**Company Profile:**

Industry: Healthcare IT, SaaS

Website: www.emergehealth.com

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