



FOR IMMEDIATE RELEASE

## HUMEDICA FORMS SCIENTIFIC ADVISORY BOARD

*Prominent Health Care Experts Provide Strategic Guidance and Scientific Expertise to Next-Generation Clinical Informatics Company*

Boston, MA - November 16, 2009 - [Humedica](#), a next-generation clinical informatics company, has announced the formation of its [Scientific Advisory Board](#). Comprised of a team of distinguished health care informatics leaders, this group has produced groundbreaking research on the quality and safety of patient care, clinical outcomes, pharmacoeconomics, data standardization and exchange as well as patient privacy and security. The Board will advise Humedica on the company's scientific direction, provide strategic counsel on the rapidly changing health care landscape and offer guidance on a variety of scientific, technological and clinical issues.

"Humedica is emerging at a decisive time in the evolution of the country's health care system. The expanding national interest in health care technology and its role in improving patient care provides Humedica with a unique opportunity to make a considerable impact," said Dr. Paul Bleicher, Humedica's chief medical officer and chair of the company's Scientific Advisory Board. "As Humedica continues to develop its clinical informatics platform, it is important to engage with experts to ensure we offer solutions with unsurpassed value. The Board looks forward to working together and leveraging each other's expertise to help Humedica deliver the most relevant clinical information as part of a shared vision of improving patient care, reducing health care expenditures, and generally, improving the functioning of the country's health care market through advanced data analytics."

Led by Humedica's Chief Medical Officer Paul Bleicher, MD, Ph.D., the Board brings together decades of deep health care experience spanning many different areas, including clinical informatics, information technology's impact on patient safety and

care, quality measurement and improvement, innovation within the life sciences industry as well as the privacy and security of patient data. Each member of the Board brings their own unique expertise that supports Humedica's goal of providing the most relevant clinical information to health care providers, life sciences companies and the federal government. Members of the Scientific Advisory Board are:

- **Paul Bleicher, MD, Ph.D.:** Dr. Bleicher is Humedica's chief medical officer and will lead the Scientific Advisory Board. Dr. Bleicher brings over 25 years of health care experience to Humedica. Prior to joining the company, he was founding CEO and chairman of Phase Forward, a leading provider of integrated data management solutions for clinical trials and drug safety.
- **John Halamka, MD, MS:** Dr. Halamka, a prominent figure in health care technology and informatics, brings a wealth of experience and knowledge to the Board. He currently serves as CIO of Beth Israel Deaconess Medical Center and Harvard Medical School, as well as chair of the US Healthcare Information Technology Standards Panel (HITSP) and co-chair of the HIT Standards Committee. Dr. Halamka has deep expertise in data interoperability and standardization, which will prove invaluable to his work at Humedica.
- **Ashish Jha, MD, MPH:** Stemming from his work at the Harvard School of Public Health, VA Boston Health Care System and Brigham and Women's Hospital, Dr. Jha focuses on the current state of health information technology use in the U.S. and the impact it has on the quality, safety and efficiency of health care, which is central to Humedica's mission.
- **Kenneth Kaitin, Ph.D.:** Dr. Kaitin is an internationally recognized expert on the science of drug development. His work covers the entire value chain of pharmaceutical innovation, from discovery to manufacturing to sales and marketing. His extensive life sciences experience has important relevance to Humedica's work in this market.
- **Isaac Kohane, MD, Ph.D.:** Dr. Kohane serves as director of the Children's Hospital Boston Informatics Program, as well as co-director of the Harvard Medical School's Center for Biomedical Informatics. Dr. Kohane has led the development of cryptographic health identification systems and automatic personal health records. His specific interests, as they relate to Humedica, include the privacy and security of patient information.
- **David Nash, MD, MBA:** Dr. Nash, founding Dean of the Jefferson School of Population Health and a board-certified internist, is internationally recognized for his work in clinical outcomes management as well as quality-

of-care improvement strategies. His extensive experience will provide Humedica with important insights in these areas.

For full bios, please visit: [http://www.humedica.com/about/sci\\_board.html](http://www.humedica.com/about/sci_board.html)

“Humedica is very pleased to collaborate with such an esteemed and accomplished group of leaders in the health care informatics space,” said Michael Weintraub, president and CEO of Humedica. “The members of our Scientific Advisory Board share Humedica’s vision of unlocking the knowledge inherent in real-time clinical data and advancing accessibility to this valuable information. Guidance from our Scientific Advisory Board will be pivotal to ensuring our efforts yield the greatest benefit to health care providers, the life sciences industry, and the federal government.”

#### **ABOUT HUMEDICA**

Humedica is a next-generation clinical informatics company that provides novel software-as-a-service (SaaS)-based business intelligence solutions to the health care industry. Through cutting-edge analytics, Humedica connects patient information across varied medical settings and time periods to generate a truly longitudinal and comprehensive view of patient care. Humedica provides our partners and customers with the informatics solutions necessary to improve, manage, and succeed in today’s dynamic health care market. Humedica is defining knowledge in health care. Founded in 2008, Humedica is backed by industry-leading venture capital firms [Bain Capital Ventures](#), [General Catalyst Partners](#), [North Bridge Venture Partners](#), and award-winning health care investment bank, [Leerink Swann](#). Additional information is available at [www.humedica.com](http://www.humedica.com).

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