



FOR IMMEDIATE RELEASE

HUMEDICA'S NEXT-GENERATION CLINICAL INFORMATICS
PLATFORM OFFERS UNPARALLELED INSIGHT ACROSS THE HEALTH
CARE CONTINUUM

Led By Health Care Industry Veterans, Newly-Launched Humedica Also
Announces \$30 Million in Funding from Blue Chip Investors

Boston (September 23, 2009) – [Humedica](#), a next-generation health care informatics company, today announced the company's official launch, along with the previous completion of its \$30 million round of venture capital and the roll-out of its ground-breaking clinical analytics platform.

In response to a growing demand for essential clinical information that until now has been largely unavailable, Humedica has developed a novel clinical informatics solution that addresses the specific needs of inpatient and outpatient health care providers, pharmaceutical and biotechnology firms, medical device manufacturers, government agencies, and financial services firms. Currently being implemented in select hospitals and medical groups throughout the country, Humedica's software-as-a-service (SaaS) solution connects patient information across varied medical settings and time periods to generate a truly longitudinal and comprehensive view of patient care.

The company also disclosed it received \$30 million in capital from [Bain Capital Ventures](#), [General Catalyst Partners](#), [North Bridge Venture Partners](#), and [Leerink Swann](#).

“Through our innovative solutions, Humedica offers a complete picture of health care delivery, bringing together clinical, operational, and financial data to help answer both pressing real-time questions and to address topics at the center of health care reform that require comparative analyses and benchmarking information,” said Michael Weintraub, President and CEO of Humedica. “Our powerful, easy-to-use clinical informatics solutions provide the health care industry with the tools they need to improve, manage, and succeed in today’s dynamic health care market.”

Next-Generation Clinical Informatics

Humedica has developed a state-of-the-art analytics platform that effectively overcomes historic barriers of accessing relevant clinical information, transforming real-time and retrospective data into actionable knowledge. Humedica applies sophisticated techniques to mine, standardize, and aggregate health care data from disparate IT systems, all within a state-of-the-art, HIPAA compliant, and highly secure environment.

Humedica's turnkey, SaaS-based clinical informatics portfolio offers analytics, reporting, and benchmarking. Humedica's initial products include:

- **Humedica MinedShare™** is an innovative platform that enables robust clinical, operational, and financial benchmarking and comparative analytics across the continuum of care.
- **Humedica MinedStream™** is a near real-time predictive clinical surveillance system that identifies high-risk, high-cost patients, tracks necessary care, and supports clinicians as they intervene to improve care.

“Our commitment to providing a superior health care experience for our patients challenges us to find solutions that can help us improve quality, safety, and efficiency seamlessly without a lapse in our care or a headache for our staff,” explained George Conklin, CIO, Christus Health.

“Placing data in the hands of our physicians is key to driving continuously superior performance and improved care for our patients,” added Dr. Michael Finley, VP of Medical Affairs, Christus Health, St. Michael’s Hospital. “Humedica MinedShare is an incredibly user-friendly tool that delivers an informative set of pre-built reports with excellent views and graphs. Our ability to configure the data and explore aspects of patient care, such as complications, in greater detail is exciting and key to our performance improvement strategy.”

World-Class Health Care Industry Veterans to Lead Humedica

Led by President and CEO Michael Weintraub, the Humedica management team brings deep industry experience and expertise acquired at pioneering and highly successful health care organizations. Leveraging their deep industry knowledge, the team will transform the way clinical data is used in the health care industry.

Humedica’s management team is comprised of:

- Michael Weintraub, President and CEO
- Paul Bleicher, MD, PhD, Chief Medical Officer
- A.G. Breitenstein, JD, MPH, Vice President & GM, Provider Markets
- Steve Davis, Vice President & GM, Life Sciences
- Stan Huang, Vice President of Engineering
- Allen Kamer, Vice President, Corporate Development & Marketing
- Stan Norton, Vice President of Operations
- Donald Pettini, Chief Technology Officer
- Bill Romeo, Chief Financial Officer

Full Management team and Board of Director bios can be found on [Humedica’s website](#).

The company’s launch coincides with the opening of its new corporate headquarters, located at 1380 Soldiers Field Road in Boston, Massachusetts. Humedica’s move to larger offices accommodates the company’s growing staff of 40 employees. Humedica’s new Web site, www.humedica.com, also launched today.

ABOUT HUMEDICA

Humedica is a next-generation clinical informatics company that provides novel 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 health care providers, life sciences manufacturers, government agencies and financial services firms with the informatics solutions necessary to improve, manage, and succeed in today's dynamic health care market. Humedica is defining knowledge in health care.

Media Contacts:

Allen Kamer

Humedica

617.475.3810

allen.kamer@humedica.com

Kate Thermansen

fama PR

617.758.4147

humedica@famapr.com