



Emerge Medical Solutions

19	Business Viability	Execution on Business & Product	Team	Business model	Funding
	9	6	2	2	
	3/3/3	3/3			

SUMMARY: Emerge Medical Solutions develops a platform and data service that integrates research and treatment abstracts into point-of-care medical records systems. This clinical decision support system is initially targeting to cardiovascular medicine. In early applications, the product (called Emerge SureCare) has demonstrated dramatic improvement in the accuracy rates of initial diagnosis and treatment plans.

The company plans to go to market with electronic medical record providers and, after establishing its foothold in cardiology, intends to expand into other clinical practice areas.

GUIDEWIRE GROUP OPINION: The volume of clinical research doubles about every two years, making it virtually impossible for physicians to keep pace with the latest information to support the diagnosis and treatment of patients. Emerge Medical Solutions is both a platform and an information extraction and delivery methodology that provides doctors with latest information at the point of care.

Calling the SureCare system the “last mile” of electronic medical record keeping, the company has tested the efficacy of the software and is now ready to go to market in partnership with ERM providers. SureCare is offered as license plus subscription and maintenance fees, giving the company a recurring revenue stream from each clinic customer.

The pedigree of the company’s founding, management, and advisory teams is top notch and the work that has gone into developing and proving the efficacy of the product stands Emerge Medical Solutions in good stead to reach its ambitious revenue objectives. An infusion of capital will enable the company to ramp its sales efforts and expand its team.

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