

# Cielo MedSolutions LLC Overview

## Introduction

Cielo MedSolutions LLC (see EL oh" – Spanish for sky or heaven) of Ann Arbor, Michigan is a rapidly growing provider of web-delivered healthcare applications focused on clinical quality management. Founded in 2006, the company's flagship product, Cielo Clinic™, is a web-based software-as-a-service (SaaS) application that uniquely integrates a set of quality-focused components (patient registry, clinical decision support, population management, performance reporting, care management and e-prescribing) to let ambulatory care providers proactively manage, improve, and report on clinical care. Cielo Clinic is used by care providers across the country to support initiatives such as patient-centered medical homes, pay-for-performance programs, clinical integration, quality improvement and clinical scorecarding.

## Industry Overview

Of the \$2.6 trillion annually spent in the U.S. on healthcare, fully 75 percent is expended on chronic disease management, and much of this care burden is carried by the country's 360,000 primary care clinicians and their practices. The urgency to reduce this expense is so great that payors (insurers) and government agencies have implemented financial incentives for care providers to proactively manage the chronic disease needs of their patients (called "pay-for-performance" programs) and change their approach to health care delivery (called "patient-centered medical home" programs). There are over 200 of these incentive programs underway in the U.S. and the financial reward from them can easily exceed 25% of a primary care provider's income.

To qualify for these programs, a care provider must utilize a robust, quality-focused technology solution to track the continuous and comprehensive care needs of their patients. Traditional electronic health record solutions, which have a penetration of less than 15% in primary care practices, focus on visit documentation and billing, not on the clinical quality aspects of care.

In addition, in an effort to encourage technology adoption, primary care providers can receive incentives of up to \$64,000 from the US federal government, as part of the American Recovery and Reinvestment Act (ARRA), for the adoption of certified technologies that demonstrate "Meaningful Use". This adoption can occur between 2011 and 2015 and providers that do not adopt certified technologies will see a reduction in their Medicare and Medicaid payments after 2015.

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## Products

Cielo is addressing the technology needs of primary care medicine with a unique set of software-as-a-service (SaaS) applications. The Company's flagship product, Cielo Clinic™, is part of a new genre of web-delivered, quality-focused electronic health record solutions that simultaneously improve both the quality and profitability of a provider's care by managing the continuous and comprehensive care needs of their entire patient population, manage their participation in quality-focused incentive programs and support "Meaningful Use". Cielo Clinic is provided in three versions, each with varying levels of features, and a fourth version, Cielo Clinic Web Services, which provides an embeddable version of the product for use by other health information technology solutions, including electronic medical record systems.

## Partial Customer List

Cielo's customers range the spectrum of health care delivery settings, some examples being the University of Michigan Health System (academic health system), St. John Health (large, integrated health system), Oakland Southfield Physicians Group (independent practice association), Mercy Port Huron PHO (physician-hospital organization), Ingham County Health Department, Sioux Falls Community Health Center and Joy Southfield Community Center (free clinic).

## Partial Strategic Partner List

Strategic alliance and technology partners include nationally-recognized companies such as Intuit (electronic communication technology) TransforMED (consulting on patient-centered medical homes) and DrFirst (e-prescribing).

## Management Team

### **David J. Morin** - *Co-Founder & Chief Executive Officer*

A veteran senior executive and entrepreneur, Mr. Morin brings to the Cielo team over 20 years of experience in both the management of information technology within organizations as well as the management of technology companies. Mr. Morin is a frequent speaker, both nationally and internationally, on entrepreneurship and on the use of technology in ambulatory care medicine and is an international speaker on this topic. He holds a B.S. degree in computer information systems, with distinction, from the University of Michigan, where he has also pursued graduate business studies.

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## **Dale A. Hunscher** - *Chief Technology Officer*

Mr. Hunscher has over 25 years experience in software engineering and software design management roles and for the last seven years, he served in various healthcare informatics roles at the University of Michigan and was widely published during that time. Prior to the University, Mr. Hunscher was the CEO of South Wind Design, a software design company. His blog, FutureHIT, examines the future of health information technology and is widely read in the healthcare informatics circles. Mr. Hunscher holds a B.A. in Sociology from Case Western Reserve University, and an M.S. in Information Science from the University of Michigan.

## **Donald E. Nease, Jr., M.D.** - *Chief Medical Officer*

Dr. Nease is a Family Physician researcher in the Department of Family Medicine at the University of Michigan. He has worked on the development of ClinfoTracker, now Cielo Clinic, and has been funded for research using ClinfoTracker by the National Institutes of Health, National Cancer Institute and the University of Michigan. Dr. Nease has had a long standing interest in the use of information technology in primary care beginning with his residency in Family Medicine at the Medical University of South Carolina.

## **Christopher M. King** - *Senior Vice President, Product & Operations*

Mr. King oversees all technology, product development, product management, and customer service for Cielo. Bringing 20+ years of varied technology management experience to the company, Mr. King previously co-founded GPS handheld solutions provider Pier 3 Technologies. Before that, he served as Vice President of Marketing and Product Management for Wise Solutions, a software development tools company that he helped grow from \$4 million to over \$20 million in revenue and through a successful \$43 million sale of the company in 2003. He holds a B.S. degree in Business Administration from Central Michigan University.

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## Contact Information

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