

The logo for medvis, featuring the word "medvis" in a white, lowercase, sans-serif font on a blue rectangular background.

applied medical visualizations



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U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
National Institutes of Health



National Institutes of Health Commercialization Assistance Program  
(NIH-CAP)

## Company Profile

**Industry Sector:** Medical Information Technology, Clinical Decision Support

### Company Overview:

Medvis was founded in the spring of 2002 with the goal of taking innovative medical domain data visualizations and education software to market. Medvis is comprised of a diverse group of experts from Human Factors, Bioengineering, Computer Science, and Design. This multi-discipline group moves across the spectrum of software solutions from creative design prototypes to user centered software implementations. The company's mission is to develop software solutions focused around the communication of complex medical information in a variety of settings.

**Target Market(s):** Operating Room Patient Information Systems, Clinical Support Systems, Electronic Medical Records

## Key Value Drivers

**Technology\*:** The inexpensive web based Anesthesia Information Management system provides clinicians with a time saving tool that puts personalized patient documentation and advanced clinical support tools at their fingertips. This hosted service provides clinicians with an inexpensive simple documentation solution that fits their workflow. Through the use of a sophisticated one-touch documentation entry system and a pre-operative medication planning module, clinicians can dramatically reduce the amount of time to document administered medications and patients vitals during procedures.

**Competitive Advantage:** The web based Anesthesia Information Management System provides an economical, simple documentation solution that fits within the clinicians workflow and streamlines pre-operative assessment, intra-operative monitoring and post-operative billing. The modular system can easily be expanded to provide anesthesiologists intuitive decision support, with real time estimates of the patient's levels of anesthesia and pain control, including drug interactions, during surgery.

**Plan & Strategy:** To gain access to the market by offering this tool to sedation providers for outpatient procedures and anesthesiologists. This will be accomplished by packaging the software into a software as a service model and conduct online marketing as well as through trade shows.

\* Technology funded by the NCCR and being commercialized under the NIH-CAP

## Management

### Leadership:

Jim Agutter – Chief Executive Officer and Founder  
Noah Syroid – Chief Technical Officer and Founder  
Dwayne Westenskow PhD – Research Director and Founder  
Dr. Talmage Egan – Co-Medical Director  
Dr. Kenward Johnson – Co-Medical Director

### Scientific Advisory Board:

Dr. Michael Beherns  
Alexa Doig PhD  
Dr. Matthew Weinger  
Anne Miller PhD

## Product Development & Regulatory Approval

### Milestones:

We will be developing a one touch patient information entry system that allows for quick documentation of important patient variables and events. A clinical evaluation will be conducted and subjective measures will be collected on likability, usability and clinical relevance.

### Regulatory Approval:

We will investigate whether or not regulatory approval is needed for the system.

