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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: Healthcare Information Technology

Company Overview: Dynamic Clinical Systems (DCS) specializes in knowledge- and tech-driven patient reported outcomes (PRO) services and solutions that improve the process of care, accelerate research, and inject the patient perspective in care value measurement.

Target Market(s): US-based clinics, hospitals, clinicians, and patients

Key Value Drivers

Technology*: DCS has developed specialized, integrated patient-reported outcomes solutions for oncology care and spine care – two clinical areas in which care coordination across providers is particularly important. With its real-time data, multi-site functionality, and structured data collection and storage, our secure Web-based solution, Integrated Survey System® (ISS), makes this possible. Under our current contract with NCI, we are enhancing ISS by opening it up to patients and caregivers – essentially a consumer-driven version of ISS we call OpenOutcomes™.

Competitive Advantage: DCS provides the only PRO solutions combining statistically valid PRO measures with real-time clinically meaningful reporting, across clinical areas. ISS has been Web-based and HIPAA-compliant from day one, which we believe was the first such example in the industry. We are building on our eight year head start.

Plan & Strategy: Seeking to raise growth capital, likely through a venture A-round

*Technology funded by National Cancer Institute and being commercialized under the NIH-CAP

Management

Leadership:

Mark Kolb, Chairman, CEO
Morrie Bailey, EVP Business Development
Uwe Heiss, VP Research Analytics Data
Chris Weiss, Co-founder, President

Non-management Directors:

Dick Flanigan, SVP Cerner Corporation
Matt Putnam MD, University of Minnesota
Michael Ward, Managing Director Bain Capital
Lisa Torrey Weiss, Managing Director The Dartmouth Institute

Product Pipeline

DCS 2012 Offering Pipeline

OpenOutcomes™ – new offering into the consumer health space; builds on existing data and technology

OpenAccess™ – a number of cross-offering projects meant to open up ISS data and functionality to other DCS offerings; also improves end-user control of ISS

Integrated Survey System® – eight maintenance and enhancement releases targeted at specific customer requests and on-going offering build-out