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FLUENTIAL
ELIMINATING LANGUAGE BARRIERS

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

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

Company Profile

Industry Sector: Health Information Technology

Company Overview: Fluential provides fast, fluent automated speech translation for healthcare providers. Using $8.5M from DARPA, NIST ATP, and other government contracts, the company has created one of the most advanced platforms for speech translation technology in the world. Its products enable people who speak different languages to communicate face-to-face in real time.

Target Market(s): Fluential is targeting a $3.1B Total Available Market, starting first with hospitals ($1.5B) and expanding into other segments, including medical groups ($896M), home health ($297M), and first responders ($453M). There are 5,747 hospitals that employ 5.7M employees. 90% of hospitals frequently encounter non-English speaking patients, and over 50% of their employees provide direct patient care.

Key Value Drivers

Technology*: Fluential builds highly accurate, domain-specific, software-only speech translation applications that are immediately available at the point of care.

Competitive Advantage: Fluential's technology enables caregivers to communicate with their non-English speaking patients for 85–90% of their routine interactions at 1/20th the cost of existing methods. The value proposition is an immediate, significant decrease (up to 40%) on spending for interpreters.

Plan & Strategy: Using a small direct sales force, Fluential will first target large hospitals that are part of health systems in urban markets with a high percentage of limited English proficient residents. Once Fluential has proved the hospital market, it will expand into other vertical and international markets by partnering with large companies that have established channels of distribution.

Management

Leadership:

Farzad Ehsani, CEO & President with 17 years of experience in speech recognition and machine translation. He has worked in NEC, Motorola and Entropic (bought by Microsoft). He has BS+MS from MIT.

Jim Kimzey, VP Strategy / Bus. Dev. with 15 years of experience in developing new markets in Hleathcare. He has worked McKesson and Varian, and has a BS and MBA from Stanford University.

Demitrios Master, VP Engineering with 19 years of hardware and software product development experience in Applied Signal and Fluential. He has a BS from SFSU.

Advisory Board:

Dr. Brent Toiwnshend – Inventor of 56K modem
Mr. Don Stovall – Ex-VP of Clinical Services, El Camino Hospital
Dr. Volney Van Dalsem – Medical Director-Outpatient Imaging Services, Stanford Hospital

Product Pipeline

	Q1 2009	Q2 2009	Q3 2009	Q4 2009	Future
Nursing	1-Way Spanish	1-Way 5 langs	2-Way Spanish		2-Way 5 langs
Physical & Occupational Therapy		1-Way Spanish	1-Way 10 langs	2-Way Spanish	2-Way 5 langs
Radiology			1-Way Spanish	1-Way 10 langs	2-Way Spanish
Labor & Delivery				1-Way Spanish	1-Way 10 langs