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MD Informatics, LLC



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 IT, Continuing Medical Education

Company Overview: In business since 1999, MD Informatics LLC focuses on two core business lines within healthcare IT: 1) the research and development of online medical education technologies; and 2) information management consulting and software development to facilitate efficient data entry and retrieval. With a staff that includes physician informaticists, a dietitian and a physical therapist, our company offers a unique blend of multidisciplinary clinical expertise and technological innovation that is invaluable when creating computer-based tools for use in the current healthcare environment.

Target Market(s): Our customers are healthcare providers and ancillary personnel (e.g. nurses, dietitians, and pharmacists), healthcare training programs, and provider organizations worldwide that strive to improve the efficiency of their medical services and improve patient outcomes using information technology and computer-based education. MDI also develops consumer-oriented educational programs.

Management

Terry K. Clark MD, FACS – Co-Founder, CEO and President
 - Dr. Clark practiced general surgery in both the federal (U.S. Army and Veterans Administration) and private sectors before completing a fellowship in Medical Informatics. Dr. Clark has also been a Fulbright Scholar and served as a Commissioner for the Presidential Task Force for Veterans Affairs.

Gregory A. Thompson MD, MSc, Co-Founder, Executive VP and CMIO
 - Dr. Thompson practiced internal medicine in the U.S. Air Force and Veterans Administration. He has also completed a Certificate of Medical Management and Master of Science degree in Medical Informatics.

Cheryl W Thompson PhD, RD Vice President Health Promotion & Education
 - Prior to completing her doctoral degree in Health Promotion and Education, Dr. Cheryl Thompson worked as a clinical dietitian specializing in nutrition support.

Key Value Drivers

Technology: MDI's physician informaticists bring a unique combination of clinical and technical skills to all consulting efforts. MDI has also developed a number of online medical education courses using a proprietary case-based learning (CBL) platform. The CBL component of MDI's courseware supports custom-built didactic presentations with interactive virtual patient scenarios; and measures user performance to provide individualized feedback. A robust Digital Asset Management System (DAMS) and remote authoring tools streamline production and support content development.

Competitive Advantage: MDI takes pride in collaborating with academic partners to research its online teaching methods and evaluate their pedagogical efficacy. MDI seeks courseware product lines that satisfy niche markets with a demonstrable unmet need. Furthermore, MDI's combination of clinical and technical skills brings unmatched efficiency and cost effectiveness to courseware development.

Plan & Strategy: MDI provides technology development, project management, and a significant degree of subject matter expertise, and collaborates with industry partners for marketing, sales, and additional subject matter expertise where needed. MDI then enters into revenue sharing agreements for the commercialization of resulting products.

Product Pipeline includes:

Medulator® (medical simulator) – is a proprietary online CBL platform that simulates acute care patient scenarios; and measures and reports multi-parameter user performance.

Manage Your Home Parenteral Nutrition (MY HPN) – created for the Oley Foundation (www.oley.org). This consumer-focused education teaches HPN consumers how to manage their home parenteral nutrition. Two of eight planned modules are currently online.

Enteral Nutrition Practitioner Tutorial (ENPT)* – is being developed in collaboration with the American Society for Parenteral and Enteral Nutrition (A.S.P.E.N.). ENPT provides interactive online education to translate evidence-based research into practical application for multidisciplinary enteral nutrition providers. MDI is collaborating with Intermountain Healthcare to study the pedagogical efficacy. Anticipated completion date is 3/2011.

Enteral Nutrition Network – is a website portal. The goals are to promote sharing of resources, enhance the marketing of ENPT, and provide a template for a collaborative learning experience that is open to all clinicians as well as consumers who receive enteral nutrition. (Currently in the product development stage.)

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