



# Company Profile



software for health management

# VitalHealth Software

**VitalHealth Software Inc. ([www.vitalhealthsoftware.com](http://www.vitalhealthsoftware.com)) is an American-Dutch venture that develops and delivers innovative web-based software solutions for personal health management. VitalHealth solutions manage and improve the health of individuals and populations, especially targeting people with chronic diseases such as Diabetes, COPD, Depression, HIV/AIDS and Tuberculosis. VitalHealth software also supports prevention, early diagnosis and lifestyle management. Key-words include health chain management, chronic disease management, population health management, medical decision support and personal health management.**

## **Chronic Diseases, a Global Challenge**

Chronic diseases account for about 75 percent of global healthcare costs and 85 percent of all deaths. Managing populations with chronic diseases is a major challenge for developed as well as underdeveloped countries. Developed countries have started to take action to deal with this challenge but many of their initiatives are still in an early stage. Most of the underdeveloped countries are struggling to scale isolated cases of successful interventions.

## **VitalHealth Founded to Address Chronic Diseases**

VitalHealth was founded in the fall of 2005 by Netherlands-based Noaber Foundation ([www.noaber.com](http://www.noaber.com)) and US-based Mayo Clinic Foundation ([www.mayoclinic.org](http://www.mayoclinic.org)). The founders of VitalHealth are driven by a desire to positively impact the health of millions of people, but also believe that large-scale adoption of innovative solutions is best accomplished through skilled entrepreneurial practices based on solid business models. Therefore, VitalHealth operates as a commercial venture, while setting explicit social goals as well.

## **Vital Solutions for Disease Management**

VitalHealth is developing a rapidly growing family of health management solutions. These solutions, such as Vital for Diabetes, Vital for COPD-Asthma and Vital for Cardiovascular Risk Management, are based on the following principles:

- Enabling *patient-centric* care, involving the patient through web-based portals
- Supporting the entire health network, allowing all providers and physicians who are involved in treating particular patients to share relevant information
- Providing *medical decision support*, supporting healthcare professionals with guideline-based decision making, also enabling use by nurses or practitioners
- Managing *populations proactively*, making sure patients receive reminders for preventive services through multiple channels based on their personal profile
- *Closed-loop feedback*, reporting medical and process outcomes to professionals, allowing for continuous improvement, supporting quality requirements and pay-for-performance initiatives
- *Seamless integration*, taking full advantage of data already stored in existing electronic medical records



The products of VitalHealth are all based on a consistent multi-disease management architecture. This is important, as many patients suffer from more than just one chronic disease.

#### **VitalHealth Platform**

Underlying VitalHealth's solutions is a revolutionary generic software platform for health management, developed by VitalHealth, based

on extensive experience of the founders in developing standard enterprise software systems, such as Enterprise Resource Planning and Client Relationship Management. The VitalHealth Platform is one of the first examples of a whole new way of developing standard software, combining the power of packaged software while maintaining the flexibility of fully customized solutions and taking full advantage of the latest Web 2.0 technologies.

#### *The Platform has the following key characteristics:*

- *Model Driven Architecture (MDA)* enables all dimensions of applications such as protocols, forms, workflows, decision rules, interfaces to be "modeled" rather than programmed and all models are expressed in XML
- *Rich Internet Applications (RIA)* facilitates the modeling of rich role-based web applications using the Ajax paradigm
- *Business Process Modeling (BPM)* allows for the modeling of business process driven applications connecting users through workflow
- *Multi-Organization Design (MOD)* makes it possible to provide hosted applications to networks of healthcare providers who are collaborating in providing health management services to individuals
- *Design for Continuous Change (DCC)* supports dynamic continuous changes of all elements of the application models on-the-fly, without data conversions, in a controlled manner
- *Service Oriented Architecture (SOA)* makes integration with legacy systems relatively easy using web services or other integration technologies and standards such as Health Level 7
- *Software as a Service (SaaS)* facilitates hosted application models using the internet to enable access to services from any place
- Compliant with relevant healthcare standards in the healthcare sector such as Health Insurance Portability and Accountability Act, Health Level 7 and many others

The VitalHealth Platform is developed in Microsoft's .Net technology, but runs on Linux as well. It supports multiple databases, internet browsers, and application servers.

### VitalHealth's Customers

Since its launch in January 2006, VitalHealth has been growing rapidly, and its products have been implemented successfully in clinical environments, primary care practices, rehabilitation centers, and other facilities. Examples of customers include:

#### Mayo Clinic



At Mayo Clinic, the largest integrated health-care practice in the world, VitalHealth software was used to provide point-of-care support and population management tools for its professionals. Implementing the software resulted in impressive improvements in quality of patient care, patient volumes and staff productivity. The software is also a key building block of Mayo's patient portal. To do all this, VitalHealth software was integrated with many of Mayo's legacy systems.

#### UMC Utrecht



University Medical Center  
Utrecht

UMC Utrecht, one of the leading academic hospitals in The Netherlands is using VitalHealth software to establish a national database for the management of rare diseases. This solution will be used by all large hospitals in The Netherlands. UMC Utrecht also uses the VitalHealth software as part of its patient portal strategy in the Pazio project.

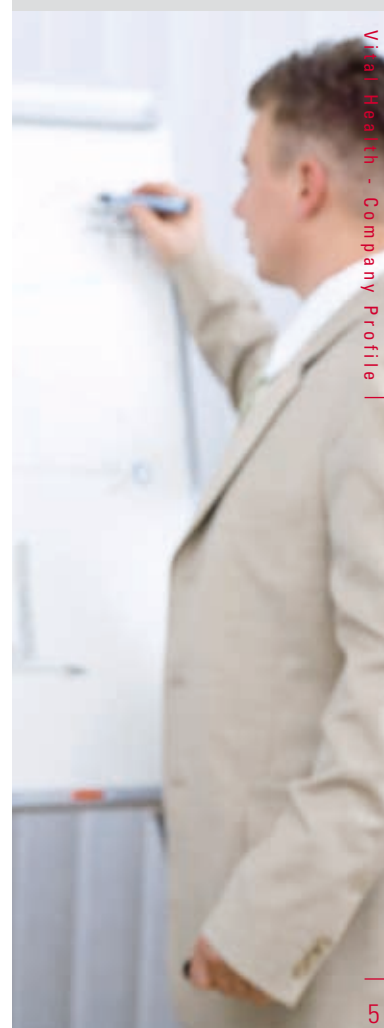
#### Revalidatie Nederland



Revalidatie Nederland (translated "Rehabilitation Netherlands") is the Dutch national organization that represents and facilitates all 24 rehabilitation centers in The Netherlands. VitalHealth was selected to provide the software platform for their joint electronic health record initiative, which will be used by all rehabilitation centers in The Netherlands. A first implementation at one of the centers, Groot Klimmendaal in Arnhem, was very successful and prepared the way for the national initiative. It is the first healthcare sector in the Netherlands to embrace a common health record solution.

*"Adequate disease management software is a pre-requisite for proactive guideline-based management of patients with chronic diseases. The Vital for Diabetes solution from VitalHealth has been critical for the success of our Diabetes program. All professionals and partners in the health network are now able to cooperate and share relevant information in a seamless manner"*

Willem Veerman, doctor, chairman diabetes workgroup Almelo



*“We have been working with VitalHealth solutions for some time now, with great satisfaction. Other providers in our market have expressed significant interest in our approach. It comes as no surprise, as it is a practical, flexible and future-proof solution”*

Guido van de Logt, general manager Groot Klimmendaal



### VitalHealth Board and Management

VitalHealth has been founded and is currently managed by people with extensive track-records in the global enterprise software industry as well as senior healthcare professionals. People involved include:



**Laurens van der Tang** - CEO of VitalHealth (former CTO and CEO of Baan Company)



**Marcel Verhoeve** - COO/CTO of VitalHealth (former vice president of worldwide application development of Baan Company; founder and former founder/CEO of Celpro)



**Rob Neeter** - Chief Medical Advisor of VitalHealth (former general practitioner with extensive experience in the pharmaceutical industry; founder of Diagnosis4Health)



**Dr. Brooks Edwards** - non-executive chairman of the board of directors of VitalHealth (cardiologist at Mayo Clinic and led the development of MayoClinic.com)



**Dr. Bob Rizza** - chairman of the advisory board of VitalHealth (endocrinologist and chair of the department of research at Mayo Clinic)

Today, VitalHealth has offices in the The Netherlands, the United States and India.

### Diagnosis4Health

In 2007, VitalHealth took a 45 percent stake in Diagnosis4Health BV, a Dutch company specializing in the implementation of disease management in primary care and secondary care. The company developed its own disease management software and has partnered with leading pharmaceutical companies such as Pfizer and Sanofi-Aventis. Its installed base of about 1000 GP practices is currently being converted to the VitalHealth software. Its staff is involved in managing and executing the implementations of several of VitalHealth's projects. Diagnosis4Health has established the largest database of patients with chronic diseases in The Netherlands, which includes over 50,000 diabetes patients.

### VitalHealth Partners

A growing network of partners use the VitalHealth Platform to develop healthcare solutions that complement VitalHealth solutions as well. Examples of current partners include:

- **Oracle:** marketing alliance, has various products for healthcare but lacks health management products, refers leads to VitalHealth
- **COAS:** development partner, uses the VitalHealth Platform to develop custom solutions in healthcare
- **VIR e-Care Solutions:** development partner, uses the VitalHealth Platform to develop complementary solutions for rehabilitation centers
- **Niped:** OEM channel, uses the VitalHealth Platform as part of its web-based solutions for prevention

### Vital for Third-World Countries

As part of meeting its social goals the company will provide its solutions for free in third-world countries. A separate independent foundation will be established to facilitate adoption of its solutions in these countries.

There is significant potential to scale the management of large populations of patients through the use of smart IT-based health management solutions. VitalHealth solutions would enable among other things:

- Low-cost monitoring of large groups of patients, necessary to maintain health as well as avoiding further infections
- Delegation of medical tasks to assistants, hence helping to overcome the lack of well-trained healthcare workers
- Automatic enforcement of protocol compliance, based on latest evidence-based guidelines, ensuring use of medical best practices
- Involvement of specialists in other parts of the world to support remote diagnosis and treatment
- Integration with relevant laboratory applications and supply chain management systems to support the entire health chain
- Outcome management and benchmarking, providing a basis for continuous research and improvement



**VitalHealth Software B.V.**

Zonneoordlaan 17

6718 TK Ede

The Netherlands

P +31 (0)318 - 75 4700

F +31 (0)318 - 65 7758

[info@vitalhealthsoftware.nl](mailto:info@vitalhealthsoftware.nl)

[www.vitalhealthsoftware.nl](http://www.vitalhealthsoftware.nl)

**VitalHealth Software India Pvt. Ltd.**

ATV Projects Building

Street No. 16, Marol

Andheri (E), Mumbai 400 093

India

P + 91 (22) 6725 8646/47

[info@vitalhealthsoftware.com](mailto:info@vitalhealthsoftware.com)

[www.vitalhealthsoftware.com](http://www.vitalhealthsoftware.com)

**VitalHealth Software Inc.**

241 North Broadway, Suite 401

Milwaukee, WI 53202

United States of America

P + 1 (414) 231 9174

F + 1 (414) 289 9830

Toll free + 1 (877) 340 3647

[info@vitalhealthsoftware.com](mailto:info@vitalhealthsoftware.com)

[www.vitalhealthsoftware.com](http://www.vitalhealthsoftware.com)