

**University New Media, eDoc4U sign first deal - Nashville City Paper**

Wednesday, September 04, 2002



Roughly one month after its creation, Nashville-based University New Media Inc. has already begun licensing intellectual property.

Ray Capp, University New Media president/CEO, said the company has an exclusive agreement with local health care technology information company eDoc4U to carry its MedChartPrevention, a health screening and preventive care Web service.

Capp said University New Media, which finds technology projects primarily in universities nationwide and helps take those projects to market, was impressed with the potential of MedChartPrevention and began courting eDoc4U officials in early 2002.

[Having signed an agreement], we have moved very quickly to get the product into the marketplace, Capp said, adding that University New Media will pay eDoc4U royalty fees for its exclusive licensee status.

eDoc4U was founded by George Washington University professor Ryan Bosch, who is the company's chairman and CEO, and who has worked in the office of the U.S. Secretary of Defense.

MedChartPrevention will see its first application in October, as Brentwood-based Healthcare Management Directions Inc. continues to install the product at its Monroe (La.) Surgical Hospital. Healthcare Management Directions President/CEO David Joiner said the company will push its various Monroe physicians to use the product.

Our hospital is 85 percent paperless, Joiner said. Since we have our physicians networked to our hospital, it's very easy to connect their patients to the Web to create a community-wide health care network.

Were focused on baby boomers and they're information junkies, Joiner added. It's only natural that people will want to maintain their health care records through the Internet.

Rich Smith, eDoc4U president, said MedChartPrevention's main feature might be its practicality.

It is elegantly simple to use, Smith said. In five minutes, you've interacted with the user interface to create a preventative [health care] profile.

According to Smith, MedChartPrevention incorporates evidence-based medicine guidelines to evaluate individual health risk factors, tailored to a user's unique medical profile, and provide recommendations for the 26 most preventable medical conditions.

Other electronic medical records programs, Smith said, are time-consuming and often leave users unwilling to navigate the information.

Aiding in the MedChartPrevention effort is eDoc4U's use of Microsoft .Net/SQL Server 2000 architecture, Smith said.

Smith said MedChartPrevention has three target audiences: the patient, the employer and the medical community. As such, the product's potential impact to, for example, increase employee productivity and the management and quality of health care could be significant.

Seventy percent of [the estimated roughly \$1 trillion spent on U.S.] health care costs are for preventable diseases, he said.

With the eDoc4U deal finalized, Capp said University New Media will now focus on agreements with five additional companies. He declined to identify the operations but said he hopes to finalize the agreements within the next few months.

