



May 27, 2016

To Provider User Experience Challenge Judges:

I am the Chief Information Officer at the Brigham and Women's Hospital in Boston, Assistant Professor of Emergency Medicine at Harvard Medical School, and a practicing physician, board-certified in Emergency Medicine and Clinical Informatics. I previously held the position of Chief Medical Information Officer. In these capacities, I have encountered many startups who pitch healthcare IT solutions to improve care delivery. **Herald Health has stood out in the strength of their concept, the product's intuitive, modern design, and the team's ability to execute on the product.**

The relationship between the Brigham and Women's Hospital (BWH) and Herald Health began in November, 2015 at a BWH-sponsored Hackathon. The Herald team developed a basic working prototype of the product during the event using Open.Epic FHIR application programming interfaces (APIs) and won multiple awards for their efforts. Since that time, **a mutual desire to put Herald's product into physicians' hands resulted in a formal pilot agreement.** The initial version of the product, which will draw on data streams from lab values, imaging tests and admissions/discharge/transfer data, will be deployed across our inpatient medicine service on June 20, 2016. From a technical standpoint, the Herald technical team is successfully navigating an integration with our Epic EHR using our services oriented architecture.

Herald Health addresses key pain points for our clinicians and has the potential to improve clinician efficiency, hospital flow, and reduce errors on our inpatient services. We recently implemented an enterprise EHR and similar to other hospitals have faced challenges with provider satisfaction on the new system. Herald will allow providers to create customized alerts for clinical events that are significant to them. I have discussed the Herald product with many clinical thought leaders at our institution who welcome the new system to improve efficiency of clinicians as well as patient flow. Our Medical Director for Patient Safety is also excited for Herald's ability to support timely critical test results review.

The Herald team is very well positioned to develop this product. I have had the pleasure of mentoring two of the Herald co-founders, Drs. Craig Monsen and Brad Diephuis. Unlike many health IT startups, the Herald team combines practicing physicians, technical and business experts. The team also has experience with EHR integration, as I've also supervised Craig in prior projects that have successfully integrated with our EHRs using APIs.

I have great confidence in the ability of the Herald team to understand the complexities of in-hospital integration. Overall, the Herald team and product are both very promising. **The Brigham and Women's Hospital is excited to continue working with them, pilot the product, and help them build a product that clinicians will love.**

Sincerely,

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