healthbloks, LLC

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Your Health. Your Data. You're In Control!

Brian Hartman - Product Manager
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Prior to healthbloks, Brian founded VoiceTelligence where he had worked with small to mid-sized companies to implement affordable yet cutting-edge voice responsive customer service systems. Brian also worked as a Product Manager at Jack Henry & Associates where he coordinated with financial services firms across the country to implement customer facing document and account management systems. Rich experience in customer support, data manipulation and sales.

Chris Hockenberry - Technology Manager
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Chris brings with him 25 years experience in software development, and a passion for healthcare and technology, hoping to see his work make a difference in peoples day to day lives. Chris has experience in various industries, ranging from Financial to Imaging, from game development to defense contracting, including such companies as Microsoft, Getty Images, Ensemble Studios, and eventually Jack Henry & Associates where he met and worked closely with Brian as a solutions Architect, until they decided to strike out on their own.

We've been working together for the past six years in the Financial and Healthcare fields. We get security!

Description

Healthbloks flips the current health information model by providing a compelling way for people to create and grow their own personal health information repository and network of trusted family members, caregivers and healthcare facilities.

Problem

Despite the technological advancements and increased computing power, no today can extract information from multiple providers, across an array of multiple patients, and facilitate more efficient communication in a secure medium in such way that is HIPPA compliant and easy for the care manager to coordinate, beyond what is already available on a single provider portal basis. Health care providers can't meet patient's needs for deeper communication and understanding without compromising patient volume and compensatory value.

Competitive Advantage

Healthbloks brings a different perspective to the problem, and thereby the solution. Unlike other companies tackling this problem, such as Rising Medical Solutions and mana systems, healthbloks is not focusing on the providers experience, but instead focusing on the patients experience, and specifically, not just a single patient, but the entire care group the patient is a part of. This includes not only the, but their elderly parents, their minor dependents, their spouse, their sibling, any immediate family members, as well as anyone else that has delegated access and care to the care manager. While the providers will be the ones footing the bill, it is the patient experience that drives our system. This unorthodox approach allows us to reconstruct the experience that is known by the patients and draw a broader picture, beyond the limited information conveyed through a single portal or a single patient by a single provider or set of providers. The access to such precise information across such a broad scope allows both providers and patients to better understand their health and wellness, predict potential ailments or healthcare needs and possibly uncover underlying causes to help lead to a more rapid, favorable, and predictable outcome.

Why Invest now?

We're an experienced team with proven track record in building large-scale solutions taking advantage of innovative hardware, software, and web technologies.

Market Opportunity

The health care technology market is a 30+ Billion Dollar industry and due to the latest changes in health care laws as well as technological advancements is expected to grow at an accelerated pace.

Healthbloks has several strategic partnerships lined up in the healthcare industry, and is currently executing on its soft launch, allowing us to seek out early adopters in our.

Our initial target will be the DFW small to mid sized privately held healthcare practices for our provider push, while targeting care managers needing assistance managing dependents in their care. Based on our 2+ years of experience in this field, we will utilize our already established close relationships to penetrate this market quickly, as well as the established strategic partnerships we are already in the process of leveraging to drive initial market penetration.

Freemium Business Model

- Health care providers and companies will be charged to access the portal
- Free web offering for patients to drive adoption and create traction
- Premium service offerings to further generate revenue

The free web offering is in the center of the healthbloks ecosystem. It convinces users in the service quality and converts them to ambassadors. It, in turn, stimulates providers to adopt the solution on top of their existing EMR systems.

Investment Scope

To date we have completely bootstrapped the project's operational expenses. The additional funding will be used for scaling our infrastructure to meet the needs of our clients, hiring additional development staff, and aggressively pursuing strategic alliances and partnerships to grow the healthbloks brand.

Milestones

- **11/15** Soft Launch
- **12/15** Private Beta
- **11/15-3/16** Seek Seed Investment
- **11/15-3/16** Initial Revenue Generation