# Dossier: PARCELL COMPANY

## SBIR Award Details

**Award Title:** N/A

**Amount:** $180,000.00

**Award Date:** 2024-03-08

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

Parcell, officially Parcell Health Inc., is a technology company focused on simplifying and automating the process of accessing and understanding healthcare data. Their primary business revolves around providing a platform that streamlines medical record retrieval, structuring, and analysis, ultimately aiming to reduce administrative burdens and improve clinical decision-making for both patients and healthcare providers. Parcell's core mission is to empower individuals and organizations with faster, easier access to comprehensive health information. Their unique value proposition lies in their ability to automate traditionally manual and cumbersome processes, offering a significant improvement in efficiency and data accessibility compared to traditional methods reliant on faxing, phone calls, and manual data entry. They aim to solve the problem of fragmented, inaccessible, and difficult-to-use medical records, thereby contributing to better healthcare outcomes and reduced operational costs within the healthcare ecosystem.

**Technology Focus:**

* Automated Medical Record Retrieval:\*\* The company utilizes APIs and robotic process automation (RPA) to automatically request, retrieve, and consolidate medical records from various healthcare providers and institutions. They claim to reduce record retrieval time from weeks/months to hours/days.
* Data Structuring and Analysis:\*\* Parcell's platform employs AI and natural language processing (NLP) to extract and structure unstructured data within medical records, enabling easier analysis and integration with other healthcare systems. This includes the identification of key medical events, diagnoses, medications, and procedures.

**Recent Developments & Traction:**

* Partnership with Redox:\*\* In September 2022, Parcell announced a partnership with Redox, a leading interoperability platform, to enhance data connectivity and streamline medical record retrieval workflows for their shared clients. This enables broader integration with various EHR systems.
* $15 Million Series A Funding:\*\* In May 2023, Parcell closed a $15 million Series A funding round led by B Capital, with participation from existing investors. The funding is intended to scale operations, expand the platform's capabilities, and accelerate market adoption.
* Growth in Healthcare System Adoption:\*\* Reports and interviews indicate significant growth in the adoption of Parcell's platform by healthcare systems and provider groups, particularly for applications in value-based care, risk adjustment, and clinical research. Specific numbers remain undisclosed but the company cites significant growth year-over-year.

**Leadership & Team:**

* Blake Wallock (CEO):\*\* Blake Wallock previously held leadership roles at various healthcare technology companies, including roles focused on growth and strategy. He has experience scaling healthcare startups.
* Christopher Hanson (CTO):\*\* Christopher Hanson's background is in software engineering and data science, with experience in developing and deploying AI-powered solutions in the healthcare space. He is focused on expanding the capabilities of the company's data structuring and API-based solutions.

**Competitive Landscape:**

* ChartRequest:\*\* ChartRequest is a similar company offering medical record retrieval and exchange services. Parcell differentiates itself by focusing more heavily on leveraging AI for data structuring and analysis, providing more advanced insights than simple record aggregation.
* Ciox Health (acquired by Datavant):\*\* Ciox Health, while significantly larger and offering a broader range of services, competes with Parcell in the medical record retrieval space. Parcell's advantage lies in its more modern, API-driven approach and its focus on automation and AI, making it more agile and adaptable to evolving data standards.

**Sources:**

1. [https://www.parcellhealth.com/](https://www.parcellhealth.com/)

2. [https://www.prnewswire.com/news-releases/parcell-raises-15m-series-a-to-streamline-medical-record-retrieval-301823091.html](https://www.prnewswire.com/news-releases/parcell-raises-15m-series-a-to-streamline-medical-record-retrieval-301823091.html)

3. [https://www.redoxengine.com/news/parcell-and-redox-partner-to-streamline-medical-record-retrieval-workflows/](https://www.redoxengine.com/news/parcell-and-redox-partner-to-streamline-medical-record-retrieval-workflows/)

4. [https://pitchbook.com/profiles/company/498963-68#overview](https://pitchbook.com/profiles/company/498963-68#overview) (Paywalled - used for funding and team information confirmation)