



# Welcome to Baton

Baton provides a HIPAA compliant, mobile solution that enables care providers to remotely log in to read and share informal information.

## About Us

Every year, it is estimated that 98,000 Americans die and millions of patients are harmed by preventable medical errors, which have an estimated economic cost between \$17 and \$29 billion. Baton’s mission is to improve patient safety and reduce preventable medical errors by increasing communication among the care team.

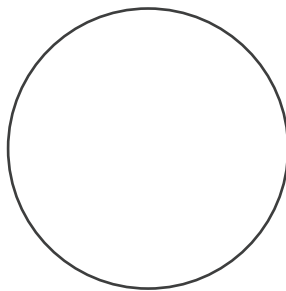
We view information flow in the hospital as falling into one of two categories: formal information and informal information. Formal information includes quantitative data, such as patient diagnosis and lab results, and is included in the electronic medical record (“EMR”). Informal communication, on the other hand, exists as handwritten notes, computer printouts, conversations in hallways, and pictures that are texted between care providers using unsecure methods. Currently, informal communication is often lost, misplaced, or not transferred to the entire team.

## Recent News

### **DreamIt Health Baltimore 2015**

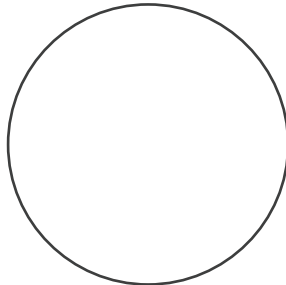
Baton was recently selected to participate in Dreamit Venture's 2015 Baltimore Health program.

## Executive Team



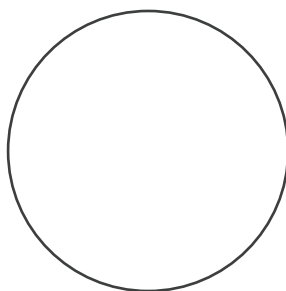
### **Zack Goldberg, President**

*A former investment banker and founder of a successful next-generation textbook company.*  
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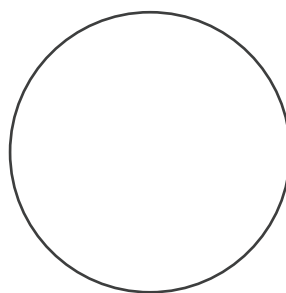
### **Jud Cole, CTO**

*An experienced technology leader, innovator and strategist who loves to solve complex technical challenges and build high quality technology-based solutions.*  
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### **Stephen Milner, MD**

*Director of the Johns Hopkins Burn Center.*  
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### **Harry Goldberg, PhD**

*Assistant Dean, Biomedical Engineering Department at Johns Hopkins Medical School.*  
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