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Company Profile

Industry Sector: Telehealth, Telemonitoring, Telemedicine

Company Overview: eMedonline was developed by Leap of Faith Technologies, a health technology company that integrates existing and emerging technologies with health and behavioral informatics to improve patient compliance and healthcare outcomes. The company has a strong history of technological innovation and a portfolio of award-winning healthcare interventions. R&D activities have been supported by ongoing funding from the U.S. National Institutes of Health for over 15 years. The company received the U.S. Small Business Administration's Tibbetts Award for its innovative healthcare solutions.

Target Market(s):

Disease Management: 125M chronic care patients in the U.S.

Home Health/Eldercare: Elderly will represent 24% of U.S. population by 2050

Clinical Trials: 18M+ patients in Phase I to IV clinical trials

Key Value Drivers

Technology*: eMedonline® is patented telemonitoring technology that integrates cellphone/PDAs, radio frequency identification (RFID) and/or barcode, and health and behavioral informatics to optimize medication compliance, track medication use, and extend patient care to the ambulatory setting. It automates the collection of high quality, detailed data on drug use and delivery from the point of care. It makes it possible to monitor and evaluate drug distribution to patient populations, identify gaps in distribution, and manage inventories.

Competitive Advantage: eMedonline is a convergent technology that repurposes cellphones as medication sensors to deliver real-time, patient-specific data on medication use, adverse events, and drug distribution. It is the only technology that provides the missing link in the drug supply chain, providing data from the most clinically significant point in drug distribution—the actual end user.

Plan & Strategy: The technology is sold within the target markets using a service model comparable to that used in the telecom industry. Strategic partners are sought to accelerate commercialization and product distribution.

*Technology funded by the National Institute on Aging and the National Cancer Institute, and being commercialized under the NIH-CAP

Management

Leadership:

Barbara Rapchak, Founder & CEO, Leap of Faith Technologies, Inc.

- 15 years in behavioral informatics research and the development of interventions to improve patient compliance and healthcare outcomes.
- Principal Investigator on twelve NIH SBIR grants and contracts.
- Member of Scientific Review Panel for NIH.
- Degree in Lifesciences from the University of Notre Dame.

Robert S. Wehbie, MD, PhD, Medical Director

- Clinical Assistant Professor of Medicine, Division of Hematology/Oncology, Rex Cancer Center of Wakefield, School of Medicine, University of North Carolina
- Board certified in both Infectious Diseases and Medical Oncology, and a Fellow in the American College of Physicians.

Scientific Advisory Board:

Timothy M. Kuzel, MD, FACP, Robert H. Lurie Comprehensive Cancer Center

- Provides clinical research organization perspectives

Product Pipeline

