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U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

National Institutes of Health



National Institutes of Health Commercialization Assistance Program  
(NIH-CAP)

## Company Profile

**Industry Sector:** Evidence-based Technology-Assisted Weight Loss and Health Behavior Change Programs, delivered using widely available Web and Mobile platforms. The PACEiMoM product is specifically for post partum mothers wanting to lose weight.

**Company Overview:** Santech Inc. has been a health behavior change innovator since 1997 and is now especially being recognized for its real-time and context sensitive consumer support technologies, such as personalized, interactive, logic-driven weight loss text messaging and web programs. Its programs are developed and tested by well-known experts in wireless and mobile health technology, preventive medicine, behavioral health, nutrition and physical activity and are proven through NIH funded testing. Santech's exclusively licensed mDIET is still has the only known text messaging application proven effective for weight loss by U.S. adults (as published in the *J. Med Internet Res.*) and the current PACEiMoM web product has also been proven effective through clinical testing.

**Target Market(s):** Top B2B customers are health insurers; health care systems; and manufacturers of complementary products, medical equipment, pharmaceuticals or health improvement and weight loss programs.

**Seeking:** Santech seeks strategic partnerships to extend, scale and deploy the web-based and mobile applications on a large scale.

## Key Value Drivers

**Technology\*:** Web weight loss program for new moms, including weekly educational information, behavioral tips, goal setting, weight and steps tracking, & e-counseling. Optional add-on: **Completely novel, interactive text message features**, including: personalized goal reminders, e-counselor messages, tailored diet and activity tips, quizzes, progress reporting and feedback.

### Competitive Advantages:

Features	Example	Significance
Behavioral tips & content <i>specifically for new mothers</i>	Caloric need calculators when breastfeeding, Baby and Me Exercises...	First to market advantage w/ tremendous promotional opportunities; unique way to reach a key target market; proven effectiveness, so it is not a gamble
Optional Personalized Text Messaging Support	A mom reports trouble w/ skipping breakfast; application sends her reminder to eat a healthy low-cal breakfast at her selected time each morning	
Evidence-Based	NIH funded and published effectiveness data	

**Plan & Strategy:** Funded by NICHD & being commercialized under CAP. Planning for non-exclusive B2B licenses (co-branded or private labeled) with monthly tiered per-user pricing structure, plus per message texting/short code fees if text messaging added. Santech can customize and integrate with existing customer programs, and/or license Platform to enable customer to develop/deliver own integrated texting content.

## Management

**Sheri Thompson, PhD – VP Business Development:** 16+ years in behavioral health program development and research; 10+ years with healthcare informatics co. which obtained \$7M+ in venture investment; at Santech, overseen 9 NIH funded grants & contracts (\$2.5M+ in funding) for developing consumer health technology programs.

**Ramesh Seshan, MS, MBA – VP Technical Development:** 20+ years in software development, including 11+ years experience as Director of Product Dev/Product Mgmt at HNC/Fair Isaac; MBA in Technology Mgmt.

## Scientific Advisory Board (Founders/Directors):

**Kevin Patrick, M.D., M.S. – Director of UCSD CalIT2 Center for Population and Wireless Health Systems;** Editor in Chief of American Journal of Preventive Medicine.

**Karen J. Calfas, Ph.D. – UCSD Asst. Vice Chancellor of Student Wellness & Asst. Clinical Professor of Family and Preventive Medicine;** 100+ scientific publications/presentations on health behavior change research and intervention.

**James F. Sallis, Ph.D. – Program Director, Robert Wood Johnson funded Active Living Research;** 400+ scientific publications; *Time Magazine* named him an "obesity warrior."

## Product Pipeline – Initial Commercial Roll-Out



### PACE iMoM

Finalize SOW and Pilot Test Contracts w/ first strategic corporate partner	With strategic partner, deploy 4-month Pilot program with 500+ consumers with 1-3 Fortune 50 Companies	Final Report on Pilot results: health outcomes, ROI, adherence, satisfaction, technical delivery issues & improvements	Finalize SOW, Licenses and Contracts for Large-Scale delivery through this strategic partner	Full-scale roll-out with strategic partner; to be offered to at least 5 Million of their web health program enrollees
March 1, 2010	April 1, 2010	September 1, 2010	November 1, 2010	Q1 2011

- While working on Pilot and Full-Scale Program deployment with this partner, Santech will also be marketing Turnkey& customized offerings to other potential licensees, and on other Santech web and wireless program offerings with this Strategic Partner.