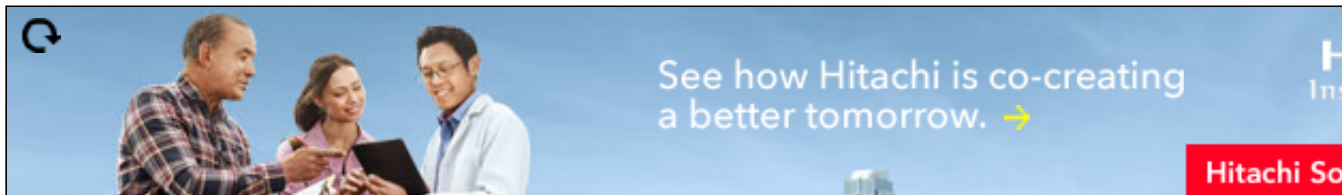


ELECTRONIC HEALTH REPORTER

ELECTRONIC HEALTH TECHNOLOGY VIEWS AND NEWS



JUN 7 Health IT Startup: Modio Health

Founded in 2014, [Modio Health](#) is a cloud-based credentialing and career management solution for healthcare providers and organizations.

Elevator pitch

Modio Health makes physician career management easier. Replacing outdated and time consuming credentialing processes, expensive middlemen and pushy recruiters with a technology platform that serves both physicians and healthcare organizations. Our goal is to streamline hospital operations, from straightforward, cost-effective credentialing to transparent physician staffing.



Product/service description

The Modio platform is home to thousands of healthcare providers, as well as many larger healthcare organizations and practices. By integrating with government agencies, public databases, and private sources, Modio has built a centralized practitioner database, called the Unified Provider Record, for healthcare providers and their affiliated organizations. Case studies show that

the Modio platform decreases both provider credentialing time and the associated costs, reducing administrative burdens and eliminating lapsed licensure.

Origin story/founder story

Modio Health was born from the firsthand experiences of our team of doctors. Our founders had all been stung by the inefficiencies they encountered in their years of practicing medicine. The hassle of credentialing, the constant, nagging contact from recruiters, and high fees for licensing and job placements encouraged them to create a solution to these pain points. After heading a successful EHR implementation business in the early 2010s, they left their full-time jobs to get Modio off the ground. With the help of a Bay Area network of technology and production experts, and their own connections with healthcare providers, our founders launched Modio in July of 2015. Modio immediately gained traction with large ASCs, medical groups, and hospitals. Just nine months after its initial launch, Modio is already an integral part of many healthcare practices.

Marketing/promotion strategy

Our marketing strategy is heavily based on our extensive network of providers. Whether that's our in-house team of physicians, or providers whom we've helped to get credentialed or find jobs, our network is constantly building up through referrals and simple word-of-mouth communication. We also promote the Modio name through targeted media, conferences, and mail campaigns.

Market opportunity (in your particular space—numbers, competitors, etc. are helpful)

Modio offers a scalable solution for healthcare management in a chaotic landscape. Few platforms aim for the level of comprehensivity that we do; Modio is the only service that combines credentialing services, an open job marketplace, and practice management all in one. In an industry that wastes more than \$200 billion dollars every year in hospital administration costs, our efficient, inexpensive system is the first step to solving the problem.

How your company differentiates itself from the competition:

The Modio Health team is a blend of healthcare veterans and technology experts. We have an insider view of the healthcare industry like few other companies do. But we don't just have a vision – we've actually created the technology to make it happen.

Business model (how the company makes money or plans to make money)

Modio Health provides a variety of different services for providers and practices. Modio Health's basic features will always be free for providers, who can manage their credentials and apply for jobs from their profiles. Unlike our expensive competitors, we only charge a small flat fee for every job placement made. For practices or hospitals looking to maintain their providers' credentials, we offer a subscription service.

Current needs (if you are currently looking for new employees, looking to raise another round of capital, etc.)

Modio is looking for engineers and sales experts to join our team.

Expansion model

Our focus is currently on serving the demand of healthcare organizations of all sizes. We are expanding our sales and marketing efforts across the United States and territories, and will be reaching out to the international market soon. We have recently expanded our product to be accessible to recruiters (in addition to our original features for providers and coordinators), so they can work within their organizations to save time in their search efforts.

When founded: 2014 (launch July 2015)

Number of full-time employees: 11

Headquarters: San Francisco, CA and Virginia Beach, VA