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**Morgenthaler Announces Third Annual DC to VC: HIT Startup Showcase
Nationwide Pitch-a-thon Launched at the Health 2.0 Fall Annual Conference
to Find the Best Health IT Startup Companies Across the U.S.**

MENLO PARK, CA. May 31, 2012 - Morgenthaler Ventures, a leading venture capital firm, and Health 2.0, announced today a nationwide contest called "DC to VC: HIT Startup Showcase" to find the best startup companies in health information technology (HIT). The competition is open to any U.S. startup seeking Series-A funding that is applying cutting-edge technology to improve the quality and delivery of healthcare. Applications are being accepted from Monday, June 4, 2012 through Friday, August 3, 2013 at www.dctovc.com. In its third year, the event will be co-located with the Health 2.0 Fall Annual conference in San Francisco on October 10, 2012.

"DC to VC was initially started to help bring the venture capital community together with Washington D.C. policymakers to help bridge the gap between those who are investing in health IT innovation and those who are creating public policy that leads to innovation," said Rebecca Lynn, General Partner, Morgenthaler Ventures.

"With the trend towards more clinical integration, Accountable Care Organizations and new opportunities around healthcare reform, health IT has never been a stronger segment for investors to spend time on," said Missy Krasner, Executive in Residence, Morgenthaler Ventures and former Google Health founding team member.

This year, guest speakers include: Aman Bhandari, Senior Advisor to the CTO at White House Office of Science and Technology Policy (invited), Kelly Cronin, Healthcare Reform, Coordinator, Office of the National Coordinator, U.S. Department of Health & Human Services, Gregory Downing, D.O., Ph.D., Executive Director for Innovation, Office of the Secretary, U.S. Department of Health & Human Services (invited), Wil Yu, Special Assistant of Innovations & Research, Office of the National Coordinator for Health IT, U.S. Department of Health & Human Services, and Jon White, M.D. Health IT Portfolio Director, Agency for Healthcare Research & Quality, (AHRQ) (invited). Mathew Holt, founder of The Health Care Blog and Co-Chairman of Health 2.0, will moderate the panel and the judging session.

"We're thrilled to be formally partnering with Morgenthaler Ventures on this year's DC to VC event. Adding a startup pitch contest as well as a policy-based expert panel on trends coming out of Washington D.C. is a great programmatic addition to the Fall annual Health

2.0 conference,” said Indu Subaiya, CEO & Co-Chairman of Health 2.0.

How The Startup Competition Works

Five (5) Series-A startup finalists will be selected from a pool of applications in addition to five (5) seed stage companies who will be nominated by our Accelerator partners, including Blue Print Health, Health Box, Rock Health, and Startup Health. All ten (10) finalists be offered a chance to pitch their business plans to an audience of health IT professionals, hospital executives, government officials, venture capitalists and angel investors during the annual Health 2.0 conference in San Francisco at the Hilton Hotel, Union Square, San Francisco. This year’s judges include: Michael Yang, Managing Director, Silicon Valley, Comcast Ventures; Andy Donner, Partner, Phisic Ventures; Nina Kjellson, General Partner, Interwest Partners; Martin Felsenthal, Partner of HLM Venture Partners; Lisa Suennen, Managing Member, Psilos, and Rebecca Lynn, Partner, Morgenthaler Ventures for the Series A Round. For the Seed Round, the judges include: Jack Young, Managing Director, Qualcomm Life Fund, Qualcomm Ventures; Tom Rodgers, Partner, Advanced Technology Partners; Ross Fubini, Advisor & Partner, Kapor Capital; Anne DeGheest, Managing Director & Founder, Health Tech Capital; Margaret Laws, Director, Innovations for Underserved Program, California Healthcare Foundation, and JC Simbana, Director, SVB Capital, from the Silicon Valley Bank.

This year’s online application is only open to health IT startups that are ready for their first venture round. The applicant must be seeking approximately \$2M to \$5M in venture capital, have a product they can demonstrate and some proof that customers or clients use the product. Contestants need to be legal residents of the U.S. or employees of privately-held companies based in the U.S. Applications will be evaluated based on the promise of the venture, total addressable market size, founding teams, use of innovative technology and business models, and customer traction. Contestants are invited to submit an online application by the deadline of **August 3, 2012**. Ten (10) finalists will be announced on Monday, September 10, 2012. Each finalist will be paired with two (2) industry mentors who represent larger and more mature healthcare organizations such as health plans, hospitals and health IT companies (see full mentor list here). Mentors will help the finalists prepare for their on-stage presentations on October 10, 2012. Finalists will present to a panel of judges who will offer commentary on stage and the winners will be selected by a combination of the judges’ scores and audience feedback via instant-voting technology.

Example HIT Solutions

This competition includes, but is not limited to, health IT solutions in these areas:

- Care Transitions/Care Coordination
- Big Data/Healthcare Analytics/Predictive Risk Modeling

- Health Information Exchange/Interoperability & Integration
- TeleHealth/Remote Diagnosis/MD Virtual Consult
- Healthcare Transparency Solutions (Pricing, EOBs “made easy,” Risk Calculators)
- Marketplaces for Healthcare Services (Insurance, Directories, Pre-paid Cards, Discounts)
- New Models of Primary Care (Concierge Medicine, Patient Centered Home)
- Social Networking for Providers (Shared Best Practices & Evidence, Professional Networking & Referral Management)
- EHRs/Clinical Documentation
- Consumer Wellness & Gaming or Social Networking for Patients
- mHealth and mobile apps (with a large vision)

This challenge is for health IT entrepreneurs and it is not open to biotech or medical device startups (except for those that use devices for remote monitoring, wellness or fitness). Please only apply if you are ready for Series-A venture capital. To apply or learn more, visit www.dctovc.com. Everyone is invited to follow the conversation live on Twitter before and during the showcase using the hashtag #DCtoVC. Our sponsors and partners include: Health 2.0, Health Tech Capital, Gunderson Dettmer, Silicon Valley Bank and our Accelerator partners: Blue Print Health, Health Box, Rock Health, and Startup Health.

About Morgenthaler Ventures

Morgenthaler Ventures is a premier venture capital firm, dedicated to helping entrepreneurs build valuable companies for more than 40 years. Morgenthaler has invested in approximately 300 companies in the information technology, health IT, and life science sectors. Representative portfolio companies in the IT space include: Practice Fusion, Evernote, NexTag, Siri, Lending Club, Pageonce, Socrata, Nominum, JasperSoft, MuleSource, Peregrine Semiconductor, Cortina, Nuance Communications, Apple and NEXTEL. To see our entire portfolio please go to www.morgenthaler.com/ventures. The firm's IT Team is focused on early-stage investments and is headquartered in Menlo Park, CA.

About Health 2.0:

Health 2.0--The conference. The media network. The Innovation community. The Health 2.0 Conference is the leading showcase of cutting-edge technologies in health care, including online communities, search and lightweight tools for consumers to manage their health and connect to providers online. The Health 2.0 Developer Challenge is a series of prize competitions promoting health technology innovation. Health 2.0 also has its own media channels, Health 2.0 News and Health 2.0 TV; its own market intelligence service, Health 2.0 Advisors; and also sponsors the Health 2.0 Accelerator industry consortium. Health 2.0 was founded by Indu Subaiya and Matthew Holt in 2007 and is now a community of hundreds of organizations and thousands of innovators. For more information, see www.health2con.com.