

Media Contacts:

Ching Wu, ching@morgenthaler.com

Meet the Eight Finalists Who Will Compete in the Annual DC to VC Startup Contest

Morgenthaler Ventures and Health 2.0 Select Top Innovative Digital Health Companies to Take the Stage and Present with Venture Capitalists

MENLO PARK, CA. September 16, 2013 - [Morgenthaler Ventures](#), a leading venture capital firm, and [Health 2.0](#), a media and consulting company, today announced the eight (8) finalists who will compete in the annual [DC to VC: Startup Showcase](#). The contest aims to find the best startup companies in digital health and health information technology (HIT). In its fourth year, the competition is co-located with the [Health 2.0](#) fall annual conference in Santa Clara, CA on Monday September 30, 2013.

“We had over 100 applications this year,” said Rebecca Lynn, Partner, Morgenthaler Ventures and creator of the first DC to VC contest over 4 years ago. “We are excited to pair these finalists up with venture capitalists to help mentor and assist them on stage with their final pitch. With the industry’s growth over the past four years, we now have several accelerators focused exclusively on digital health, but no one is giving direct access to venture capitals as mentors and sponsors. We thought this would be a strong addition to the event this year.”

This year, DC to VC will have eight (8) finalists compete in two (2) different contest categories:

- Enterprise category: The startup has a product that is sold to hospitals, medical groups, doctors, large integrated delivery systems (IDNs), insurance companies or self-insured employers.
- Consumer category: The startup has a product that is used by consumers (patients) and is paid for by various monetization strategies.

Two (2) winners will be selected from each category and awarded a cash prize of \$10,000 each. See the list of finalists below.

The Finalists:

Enterprise Solutions (4)

1. [Amplify Health](#) – A population health company serving the primary care market.
2. [Benefitter](#) – A software-as-a-service (SaaS) solution for agents, brokers, consultants, employers and employees, which helps navigate the evolving world of health insurance and healthcare reform.
3. [Qualaris Healthcare Solutions](#) – A web and mobile-based patient safety solution that helps hospitals reduce hospital-acquired conditions, such as infections, falls, and other adverse events.
4. [Daisy Bill](#) - A software-as-a-service (SaaS) revenue cycle management tool for providers to electronically submit and manage workers’ compensation medical bills. It tracks bills, payments, patterns, and compliance and offers granular data.

Consumer Solutions (4)

1. **OMSignal** – Offers apparel that continuously tracks biometrics to help connect to a fitter, healthier, happier consumer. It monitors heart rate, breathing and activity and displays data in real-time on a mobile phone.
2. **Kinsa** – Offers a smart thermometer that plugs into a mobile device and allows parents to track a child's symptoms, get advice from a medical professional and see the “health weather” in a local area to track local flu trends.
3. **Medwhat** - Offers a smart mobile app that acts as personal medical assistant providing automatic personalized answers to health and medical questions.
4. **Sandstone Diagnostics** – Is a biotech company that has developed Trak, a consumer semen analysis platform for men managing fertility issues. It provides a simple and accurate way to monitor sperm quality from the comfort of a consumer's home.

Direct Access to Venture Capitalists:

Each finalist will be paired with a VC for mentoring sessions. The VC and finalist will present together on stage the day of the contest. This year's VCs include:

1. Rebecca Lynn, Partner, Morgenthaler Ventures (partnered with Amplify Health)
2. Lisa Suennen, Founding & Managing Member, Psilos Group (partnered with Benefitter)
3. Mohit Kaushal, M.D., M.B.A., Partner, Aberdare Ventures (partnered with Daisy Bill)
4. JC Simbana, Director, SVB Accelerator, Silicon Valley Bank (partnered with Qualaris Health)
5. Michelle Synder, Executive-in-Residence (EIR), Interwest Partners (partnered with Sandstone Diagnostics/Trak)
6. Jack Young, Director, Qualcomm Life Fund (partnered with OmSignal)
7. Ted Maidenberg, General Partner, Social + Capital (partnered with MedWhat)
8. Marty Felsenthal, Partner, HLM Partners (partnered with Kinsa)

This Year's Competition Judges Include:

1. Aaron Stoertz, Program Manager for Health & Wellness, Google
2. Gopi Koteeswaran, CEO Personal Health, Philips Consumer Lifestyle, Philips Health, Philips Inc.
3. Richard Roth, VP of Strategic Innovation, Dignity Health
4. Shawn Lovering, Vice President, Sales & Development, Safeway Health
5. Yijing He Brentano, Vice President, Strategic Initiatives & Mobile Health, Sprint
6. Justin Silver, Business Development, Healthagen/Aetna
7. Charles Huang, Vice President, Blackstone Private Equity

Special Policy Panel

The event will also feature a panel of experts on healthcare reform and upcoming policy changes in D.C. for startup CEOs who need to track regulation as they build their business during this time of reform. The panelists are:

- Nate Gross, Co-Founder of Doximity (*moderator*)

- Sol J. Ross, Director, Private Sector Outreach, U.S. Department of Health and Human Services (HHS)
- J.D. Kleinke, Healthcare Economist, Author and former Fellow of the American Enterprise Institute (AEI)
- Marcia Hatch, Corporate Partner, Gunderson Dettmer Stough
- Rob Cronin, Practice Leader, Digital Health, WCG

Criteria to Apply

The general criteria to participate in the contest this year included:

- Any company that has raised \$3M or less in funding.
- Startups with legal residents of the U.S. or employees of privately-held companies based in the U.S.
- Startups that had a minimally viable product (MVP) in the market or were entering into the market with a prototype.
- Startups that had solid business plans that included a defined source of revenue, end-users and customers, as well as a defined monetization strategies.

All applications were evaluated based on the promise of the venture, addressable market size, founding teams, and use of innovative technology and business models. Preliminary judging took place with representatives from Morgenthaler Ventures and Health 2.0. Please visit www.dc2vc.com for more information.

About Morgenthaler Ventures:

Morgenthaler Ventures is a premier venture capital firm, dedicated to helping entrepreneurs build valuable companies for more than 45 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, Doximity, Siri, Mulesoft, Evernote, Lending Club, Socrata, Check (formerly Pageonce), Wize Commerce (formerly NexTag), Nominum, JasperSoft, PeopleMatter, NuoDB, Nuance Communications, Peregrine Semiconductor, Cortina, 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.