

From the Kansas City Business Journal:

<https://www.bizjournals.com/kansascity/news/2016/12/22/redivus-health-product-launch.html>

Startup hopes January release of first product will help 'save lives'

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Redivus Health has raised nearly \$2 million over the past 16 months, and it's preparing to launch its first commercial product in January.

"2017's going to be a big growth year for us," Redivus co-founder Dr. Jeff Dunn said.

The Olathe-based startup, formerly called Sora Medical Solutions, has developed a mobile decision platform to help medical providers, such as paramedics and nurses, follow the right protocol during a time-sensitive, high-mortality event. Dunn likens the app to turn-by-turn navigation for the medical field.

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Redivus recently completed the City of Kansas City's Innovation Partnership Program, which has been "invaluable" for the startup.

During a simulated hospital exercise that used high-tech dummies, Kansas City's first responders reacted to a variety of cardiac arrest events. When they used the app to guide the process, it resulted in a 40 percent improvement in adherence to the American Heart Association's guidelines for cardiac arrest treatment.

"One of the reasons why we started this — the doctors that founded the company — it was a minority of the time that we saw one of these events run smoothly and run well. When the cognitive load is too much, providers tend to forget the big things that help a patient regain a pulse and start breathing again," he said. "At the end of the day, the vision is to improve outcomes. We want to save lives."

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Working with Kansas City has given Redivus more visibility, especially with surrounding municipalities, he said. It's also another stamp of validation.

"In health care, folks need validation that something works before they'll jump in and buy a product," Dunn said. "We've come quite a ways within the last six months with validation of the product."

During the summer, Redivus recruited 50 medical providers to test out its app in a virtual hospital scenario. The group saw a 75 percent improvement in following protocol, he said. Beyond the positive results, Redivus gained valuable feedback that it's now incorporating into its apps.



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"It has been incredible for our company as far as momentum goes," Dunn said.

The company has grown to seven employees, and Dunn expects to hire more in 2017. Redivus also is in talks with groups that are interested in becoming a paying customer when the commercial product launches.

"I think there will be some exciting news for us in the next 60 to 90 days," he said.

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