

# Santa Fe company puts medical info at your fingertips

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Technological advances in the medical field can be mind-boggling.

But when patients walk into a doctor's office today, it may seem much like 1970, with clipboards and paperwork and the same information being repeated over and over to different people — and then repeated again at the next appointment.

Enter Seamless Medical Systems, a Santa Fe company founded by David Perez, which has designed an integrated patient management system from the Lena Street Lofts. The system, the SNAP Patient Registration and Health Education Platform, should be going live with its iPad application in a few weeks with a large practice in the Portland, Ore., area. Other practices in Florida and New Mexico are ready to launch soon after.

The system takes patient information and then allows a doctor, dentist, dermatologist or other practitioner to build upon that information. There is ZIP code-specific information a patient can use that might be relevant to his or her demographics or specific condition, and each office will have its own website where the information can be managed and analyzed.

For doctors, it contributes to a better understanding of a patient's history and what services are needed. It also cuts down on data input errors and saves time, staff, paper and copying costs. Information can be sent more easily between offices or to another doctor for referral. For patients, the system should save time and energy, and give them better records of care and services provided. It will also give them access to more medical data from other sources as well as ailment-specific information as they await treatment. Eventually, the company hopes the system will have a secure exchange with electronic medical records.

There are also games and magazines available for patients waiting to see a doctor.

Perez, who studied political science and economics at the University of Vermont, was named Entrepreneur of the Year in 2005 by Hispanic magazine and has been involved with Hispanic digital marketing businesses and served as CEO of OnQueue Technologies, a mobile-app development company.

He said bettering the patient experience is the last frontier in medicine and is only ripe now because of the iPad.

"This thing has made it possible," he said holding up an iPad. "Everybody and anybody can use an iPad. We've designed this for the 70-year-old" he said of the mobile interface.

Perez incorporated a year ago in October 2011 after raising \$250,000 from friends and family. Now, as the company prepares to launch, he is seeking another \$2 million — and many doctors he is pitching as customers also have been investors. His chief medical officer is Dr. Tim Perez, his brother, who specialized in minimally invasive surgery at Albuquerque's University Hospital.

Anders Engen, the chief operating officer who has an MBA from the University of North Carolina, was involved in a health startup in Boston. "I didn't intend to get back into the field of medical technology," he said. But after meeting Perez, Engen was enamored by the idea. "This is an idea that hasn't been addressed," he said. "Patient engagement has not caught up with the rest of the technology. That's why we've gotten so much enthusiasm early. I think the time is right."

Perez said his company would be a small fish in Silicon Valley and he expects heavy competition for new hires. Though he has a virtual company and has six developers in Poland, his company could be the next big idea for Santa Fe. "I want to build the company in Santa Fe," he said. "I want to be a New Mexico success story."