

# Seamless picks Portland as company launch site

An iPad-driven electronic medical records company has chosen Portland as one of its two initial launch sites.

David Perez, CEO and founder of Santa Fe, N.M.-based Seamless Medical Systems LLC also pitched the company to Portland-area investors during this week's Oregon Bioscience Association meeting. Perez is seeking \$2 million in funding for a company that he projects will hit the \$40 million revenue mark, with 50 percent margins, in three years.

It's safe to say the pitches, during the association's Oregon Bio 2012 meeting in Portland, went well.

"I had two people ask if I wanted to sell the company to them," Perez said. "The answer, of course, is 'no.'"

Seamless's "Snap" platform effectively replaces the form-filling process that patients must endure while waiting for physician care. Because patients enter their information onto iPads, their data can be transferred directly into the electronic records system, eliminating potential typing or routing errors by staffers.

Perez said such mistakes and complications can cost health practices as much as 15 percent of their revenue.

During a beta-test of the Snap system, 6,500 providers in 12 countries downloaded Seamless's software.

The system is also considered sustainable because it eliminates paper from the equation altogether.

Snap's potential market is massive. There are 1.7 million medical and alternative health providers in the United States. Americans make 4 billion patient visits a year.

The platform includes health education screens that patients can read as they electronically complete their forms. Snap could one day include ads from sponsors who supply the health education data.

## **BLUE COLLAR CONTEST SEEKS TO AWARD \$100,000**

Advertising agency Blue Collar Interactive wants to give a little something back — and perhaps get in on the ground



## **AROUND TOWN**

floor of a hot opportunity at the same time.

The Hood River-based agency wants to award \$100,000 in services to an emerging company that demonstrates the greatest need for a marketing campaign.

The company, in conjunction with Portland digital marketing firm SwellPath, created the "JumpStart" campaign to give

what it calls a "turbo boost" to an up-and-coming company.

Business owners are invited to submit their pitch by Oct. 26 at [www.bluecollar-interactive.com/jumpstart](http://www.bluecollar-interactive.com/jumpstart). Judges will initially select five finalists. The public will choose the winning business via popular vote.

According to the rules, entrants must share their business vision and convey their passion.

The five finalists will be announced Nov. 9. The winner will be announced Nov. 16.

## **OREGON WORKERS COMP RATES AMONG LOWEST IN U.S.**

Data released Wednesday indicates that Oregon ranks among the least expensive states when it comes to workers compensation rates.

According to the study by the Oregon Department of Consumer and Business Services, Oregon ranked No. 38 among states and Washington, D.C., for workers compensation rates, with No. 1 being the most expensive.

The study was based on rates as of Jan. 1, when Oregon's rate was \$1.58 per \$100 of payroll. The national median was \$1.88 per \$100 of payroll.

The study used a standard mix of the 50 industries with the highest workers compensation claims costs to determine the rankings.

Alaska had the most expensive rates in the nation, followed by Connecticut and California. North Dakota had the least expensive rates.

— *Contributed by Andy Giegerich, Suzanne Stevens and Rob Smith.*