

Seamless Medical makes waiting room a SNAP

Waiting room clipboards and paper intake forms may go the way of typewriters if startup Seamless Medical Systems has its way.

The Santa Fe company has designed software for hospital and clinic patients to fill out all medical information and forms on iPads while they wait to see doctors. It's a simple concept that nobody has implemented before, said Founder and CEO David Perez. The software, called SNAP, will launch commercially through the Apple App Store and through direct marketing to hospitals and clinics in early October.

"SNAP is the first comprehensive, iPad-based platform for health-care waiting rooms," Perez said.

Receptionists at participating doctors' offices will provide iPads for patients to enter all their personal information, including consent and insurance forms with digital signatures. That information will be automatically added to patients' electronic medical records, Perez said.

Educational information will pop up on iPad screens for patients if they check specific conditions when filling out the electronic forms. Patients can also browse online magazines and play electronic games. And they can take the iPad into examination rooms with them to take notes about the doctor's visit and email it to themselves.

Seamless Medical will charge clinics for each time a patient uses the software, offering recurring monthly revenue for the company. The app is free, but doctors must supply the iPads, either by purchasing them outright, or through a lease program run by a Seamless Medical partner company.

Perez, who previously built three Internet companies in New York, launched Seamless Medical last year with about \$500,000 in personal funds, and with Angel investor backing. He's now raising \$2 million to take SNAP to market.

"We have a target market of about 1.5 million health-care providers in the U.S. who see in excess of 4 billion patients annually," Perez said.

Health-care professionals expect a positive response from clinics.

Santa Fe life sciences investor David Joseph said he joined the Seamless Medical board because he believes in SNAP.

"It's an overdue idea whose time has come," Joseph said.

Dr. Mat Leavitt, founder and CEO of Advanced Dermatology Clinics and Cosmetic Surgery, said he's considering deploying SNAP at some 50 clinics he operates in Florida and Ohio.

Seamless Medical employs 12 people at a 1,400-square-foot office in Santa Fe. The company will hire another 13 people this year to take SNAP to market, and 12 more next year, Perez said.

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-- Email the reporter at krobinson-avila@abqjournal.com. Call the reporter at 505-823-3820