



## Case Study: Emerge.MD

### Company Information:

Emerge.MD is a catalyst for creating change within healthcare through information, coordination, and interaction throughout the cycle of care. Through a variety of telehealth solutions, Emerge.MD brings together physicians and specialists to improve the quality and efficiency of patient care. Using secure audio, video and screen sharing, including EEG and radiology screens, specialists can be remotely consulted prior to a costly transport to a better-equipped facility. Emerge.MD gives physicians additional avenues for treatment and access to their peers. Founded by a neuro-radiologist from the Barrow Neurological Institute in Phoenix, Emerge.MD has been serving physicians and research institutions for over ten years.

Through its cloud-based, workflow-aware collaborative TeleHealth solutions Emerge.MD products seamlessly integrate into the daily activities and work routines of physicians and patients including provider-to-provider, provider-to-patient and patient-to-patient connectivity in real-time collaborative interactions.

### Relationship with ASU:

Emerge.MD is a perfect example of how a small technology company can benefit from joining the ASU

SkySong ecosystem. “We chose SkySong because we are experiencing rapid growth, and needed a cost effective way to manage that growth. We also utilize a lot of ASU interns, and have a growing relationship with different areas of the college, both as a customer and a strategic partner” said Eric V. Trappen, Emerge.MD’s CEO. In addition to locating his company at SkySong, Eric has been actively involved in helping student entrepreneurs advance their own ideas. As a judge of the Edison Student Entrepreneur Initiative competition, Eric is keenly aware of ASU students’ potential. He is now pursuing additional opportunities to engage with students in the classroom, sharing his experience as an entrepreneur and hoping to encourage them to pursue their own business ideas.

### Looking Forward:

Emerge.MD has spent the past two years validating its solutions in the market with both strategic partners such as Cisco, and building a solid base of referencable clients. Emerge.MD presently has master service agreements with three of the eight main hospital systems in the United States, and will focus in the next 18 months on expanding its reach within these hospitals systems and to new systems across the country.