



Women's Telehealth Selected to Participate in American Telemedicine Association Venture Summit

May 18, 2014

The American Telemedicine Association and Jones Day law firm co-hosted the second annual Telemedicine Venture Summit in Baltimore, MD. Women's Telehealth was one of only twenty five companies selected internationally to participate in this "by invitation only" event. The event was structured to provide education, networking and match-making collaboration for promising telemedicine start ups and venture investors. The goal was to collectively advance the telemedicine industry and facilitate mutually beneficial relationships that will set the state for strategic partnerships and to propel the adoption of telemedicine. Each company was required to apply and present a company brief and was then selected by an elite industry committee based on their mission, innovation, scalability and value to the investment community. Reed Tuckson presented a keynote address on "The State of Investment and Innovation in the Industry."

The ATA Venture Summit was organized to review trends in the industry, provide individual coaching to those executives presenting, and included panels to present investor perspectives, strategic partner views and industry/regulatory/ policy considerations. Tanya Mack, President of Women's Telehealth presented on behalf of the company. Women's Telehealth was one of five service companies selected with the remaining twenty companies focusing on products and applications for telehealth use. Many companies were in pre-revenue phase while Women's Telehealth has had revenue since its inception.

Women's Telehealth has completed over 5000 high risk OB telehealth encounters and Ms. Mack outlined their early results in private- public partnerships, developing rural hospital programs and decreasing preterm labor and low birth weight baby rates in targeted populations in GA. In one program, a targeted patient population's preterm labor rate pre-program was approximately 18% (higher than the state's preterm labor rate at a little over 13%). After eighteen months of the program, the teams have been able to decrease the preterm labor rates to just over 8%. Impressive results that save the patients time and the state/ insurers money. Low birth weight babies in the program have decreased from 16% to 5% since its inception. Women's Telehealth now has clients in government, private practice and hospital sectors and is licensed in seven southeast states. They are poised for strategic partnerships and ready to scale their operations nationally.

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