Networking Technology Connecting Healthcare Professionals with Clinical Research Stakeholders to Eliminate Redundancies in Healthcare and Clinical Research

CEOCFO: *Mr. Pacino II, what is the concept at HealthCarePoint?*
Mr. Pacino II: The primary mission at HealthCarePoint is to connect the healthcare and clinical research industry by eliminating the redundancies associated with transferring information between healthcare professionals and industry stakeholders.

CEOCFO: *How does the system work generally now? How were you able to make the change?*
Mr. Pacino II: In order to conduct clinical trials, healthcare professionals, must show competency in the eyes of stakeholders including sponsors like pharmaceutical companies, medical device companies, CROs (Contract Research Organizations), ethical review committees IRBs and regulatory agencies among others. This requires a transfer of information about healthcare professionals including their professional, experience and training credentials. Today, this information resides in siloes and it is very difficult to access and share information in real-time between all stakeholders. Most of this information is transferred on paper, or even FEDEXing information between organizations creating duplicate efforts. This is very inefficient, redundant and it is expensive. Information cannot be shared or exchange between all of the stakeholders who need the exact same information.

Al O. Pacino II
President
HealthCarePoint

CEOCFO: *Why do you think the industry is so far behind? Is it something endemic to the healthcare field?*
Mr. Pacino II: By nature, the healthcare medical research industry is very cautions, and because it is a regulated industry, is very slow to adapt new process and new technologies. Unless there are major incentive to change the industry is not willing change very easily!

CEOCFO: *HealthCarePoint has developed BlueCloud®, a networking technology. How is it used?*
Mr. Pacino II: BlueCloud® is a product that has taken thirteen years to incubate. With the help of government, nonprofit associations, private institutions, universities and sponsors like pharmaceutical companies, medical device companies, regulatory agencies and other industry stakeholders, we have been able to identify solutions where industry can eliminate the cost associated with technologies that allows for the real-time sharing of information used to manage the competencies and compliance of those healthcare professionals. We found that if we could create a global system that was able to connect everyone and empower stakeholders to share and exchange information we could also create a new business model. BlueCloud was able to learn from three other very successful business models. The first one are the telephone companies who are able to create connections that allows us to more efficiently communicate with one another. The second are the cable television companies which allow efficient delivery of information on-demand. The third business model we learned from is the development of social networks which allow us to create directories of connections with those we have something in common with and that allows us to quickly share and exchange information. BlueCloud is a free technology that we provide every organization, involved in healthcare and clinical research in order to break down the siloes and connect healthcare professionals and business / industry stake holders. By empowering healthcare professionals to own their professionals information businesses are then able to connect, share and exchange the required information to more efficiently run the healthcare and clinical research ecosystem. BlueCloud healthcare professional (HCP) accounts are free to every healthcare professional. HCP accounts are able to maintain up to date information which is then able to be shared with organizations that healthcare professionals have something in common with and therefore need to connect with. Think about it! If I am continuously connected with you we will have a continuous line of real-time communications to bilaterally share and exchange information, tell you who I am and provide you with proper PET information before doing business with you. You can also provide me with information about a new clinical

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trial that I as a healthcare professional may want to become involved with - using the same exact connection. This allows our industry to become very efficient and ultimately find better cures which in turn get drugs and medical devices out to market faster. There are similar situations with healthcare because information has to be transferred within and in between organizations.

CEOCFO: *What are some of the challenges in putting this all together?*
Mr. Pacino II: The primary challenge is to change the way we normally do business in our industry. It is the primary reason why we lag behind other industries. The biggest challenge was to find a way to entice all industry stakeholders to change processes by explaining that the way we do business today is unsustainable in the long run and that we must enter into a new age of collaboration. Today, we have tremendous collaborative momentum that is allowing for change to take place including the development and adaptation of new systems that will focus on human subject protection as required by regulatory agencies, the need for long term industry sustainability, and ultimately look for ways to find better cures faster.

CEOCFO: *What groups are embracing BlueCloud today?*
Mr. Pacino II: We have been fortunate to get hundreds of industry stakeholders involved, including governments, non-profit associations for profit institutions involved along with major pharmaceutical companies, contract research organizations, ethical review committees who have embraced both BlueCloud technology and the new and more efficient business model, a model which is now proven to eliminate basic redundancies in healthcare and clinical research. There are over seven hundred thousand professionals in the BlueCloud network today from over sixty thousand organizations - creating their own accounts at a rate of ten to fifteen thousand HCPs every month.

> **"We believe that we not only have a unique and exclusive technology but we also have one of the most innovative business models in our industry, one that is rapidly becoming a catalyst for the long awaited change in our industry, one that is built on true global collaboration and transparency initiated by a neutral system that creates trust and support by the general public and one where, industry, patients and providers are all allowed to participate for the benefit of human kind." - Al O. Pacino II**

CEOCFO: *How does the Affordable Care Act and some of the changes in healthcare in general feed into BlueCloud and what you are doing at HealthCarePoint?*
Mr. Pacino II: For many years now we have been working with agencies to identify how technologies and new business models can bring value to the patient. This is part of "Accountable care"! Similarly, there is a movement in research called "Accountable Research", a similar principal where we not only have to show the value to the patients and subjects doing clinical trials but we also show value to the general public by demonstrating transparency and accountability from the whole industry – We believe that we have a moral and social responsibility to accountability to the patients in healthcare and to the subjects in clinical trials.

CEOCFO: *Is the accountability on the research scary to the research community?*
Mr. Pacino II: Actually not. We already know that we have to be accountable in this industry. It is important for the industry to be transparent in order to gain the trust and improve confidence from patients all over the world. It is also very important to standardize processes globally in order for patients to have the same level of standard of care. When we show the general public that industry cares and is accountable to the general public, logically, the public places more trust in the industry.

CEOCFO: *What is the business model for you?*
Mr. Pacino II: By eliminating the costs of technologies and minimizing the managerial costs, we can allow all stakeholders to become involved, no matter how big or small, multimillion dollar organizations or small family practice. We can do well in business by doing good for society. Therefore, we decided to give away all BlueCloud applications which ultimately allow all industry stakeholders to participate in order to become the standard model for bilateral communications and collaboration. Real-Time and up-to-date Information about the healthcare professional is valuable asset to the industry and when we empower the industry to connect at a fixed price, just like a telephone company, we can also eliminate the redundant charges to the industry as a whole.

CEOCFO: *How is business today?*
Mr. Pacino II: We are doing well! We just got nominated three months ago as one of the top industry innovations of 2015 by PharmaVOICE. As a small to medium sized technology company it is a good feather to have in your.

CEOCFO: *How do you reach potential users or clients?*
Mr. Pacino II: Our most important distribution avenue up till now has been is word of mouth. Because our BlueCloud applications are free to industry, stakeholders have become our champions for reaching potential users and clients. Example, if you are an organization and let us say a university and you have a standard, we would provide you with a free BlueCloud e-learning management system, a free BlueCloud e-Commerce system along with other BlueCloud applications so that you and us can collaboratively work together to promote and deliver your standard to the industry without the overhead costs of technologies and the management of them. This is truly a global industry collaboration, where every stakeholder becomes involved and where everyone benefits from collaboration. Ultimately we are doing this for is for the benefits of the patients.

CEOCFO: *What is next? If we speak a year from now what might be different for you?*
Mr. Pacino II: We have already completed Phase I where we have reached our goal of initial users and gained high visibility from clients and industry in general. Phase I was the proof of concept of a truly global collaborative platform. The most difficult part of proving a new technology and a new business model is complete as adaptation has exponentially increased. Phase II is well under way and will encompass the collaborative integration of BlueClouds with already established systems from larger industry organizations and stakeholders by using seamless API collaborations. Therefore, a year from now I believe you will see larger institutions including government organizations like CTSAs, government and international institutions adopt the BlueCloud business model.

CEOCFO: *Why is HealthCarePoint an exceptional company? Why should people pay attention?*
Mr. Pacino II: We believe that we not only have a unique and exclusive technology but we also have one of the most innovative business models in our industry, one that is rapidly becoming a catalyst for the long awaited change in our industry, one that is built on true global collaboration and transparency initiated by a neutral system that creates trust and support by the general public and one where, industry, patients and providers are all allowed to participate for the benefit of human kind.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

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