



Medicaid BlackBook

Vendor Review

Azumio

What they do (self-reported)

Azumio is dedicated to improving people's health and wellness by influencing behavior through the use of AI and innovative mobile applications. Azumio is a revenue generating startup dedicated to improving the health of all people. We work closely with research scientists from academic institutions - including Stanford University and UCSF - and collaborate with established industry heavyweights on next-generation technologies in mobile health.

Year founded	2011	Annual Revenue	\$3.4M
# of Employees	11 to 50	Category	Technology
Website	http://www.azumio.com		

OVERALL EVALUATION

2 out of 5 stars



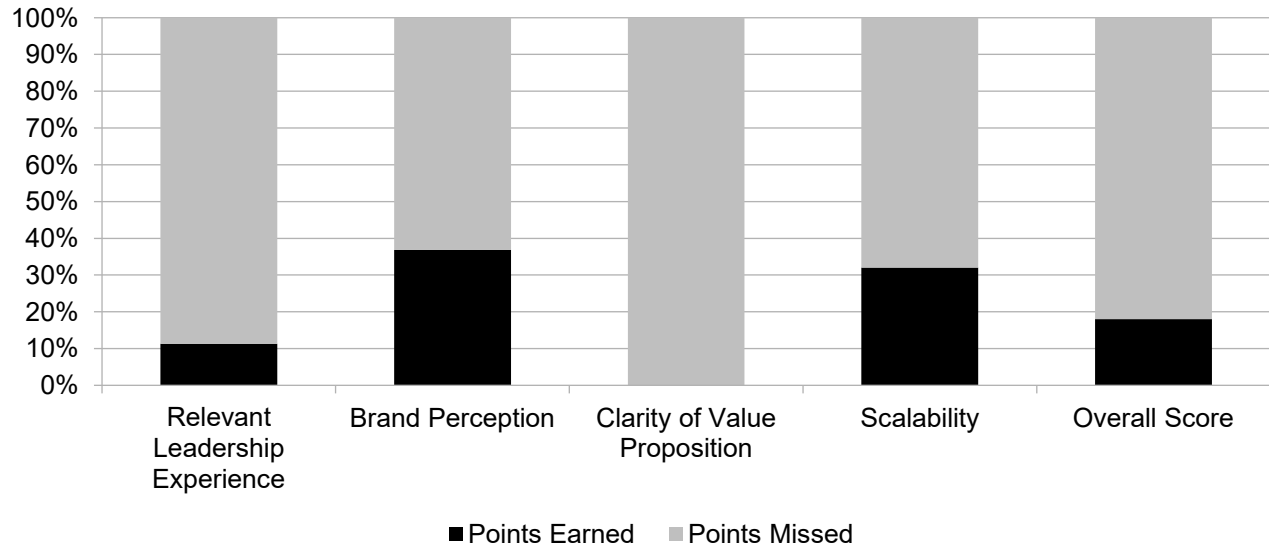
Recommended use of ratings

1 or 2 stars: Request client references before beginning discussions. If no references are available, request follow up in 6 months if there is an expected need for solution / servicesHave junior staff review available collateral

3 or 4 stars: Have small team of mid-level staff conduct limited introductory meeting

4 or 5 stars: Have mid-level staff conduct additional vettingInvite vendor for in depth discussion series, including senior staff

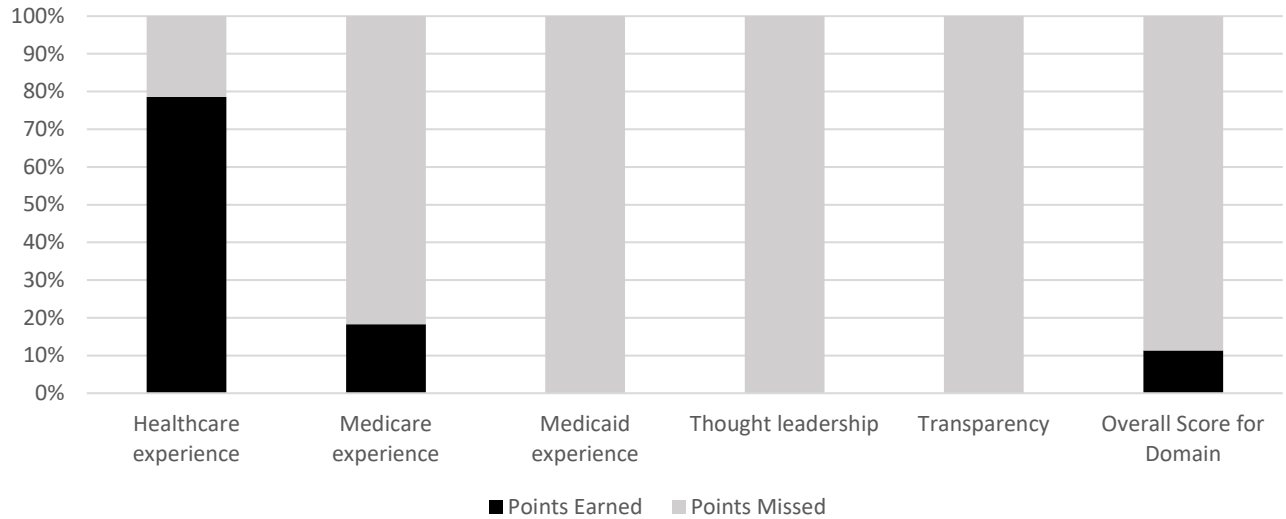
Overall Scoring



Overall summary

General consumer healthcare application development company with limited HHS / Medicaid experience.

Relevant Leadership Experience



Note: Components are weighted differently. Contact your Medicaid Black Book consultant for more information on scoring calculations.

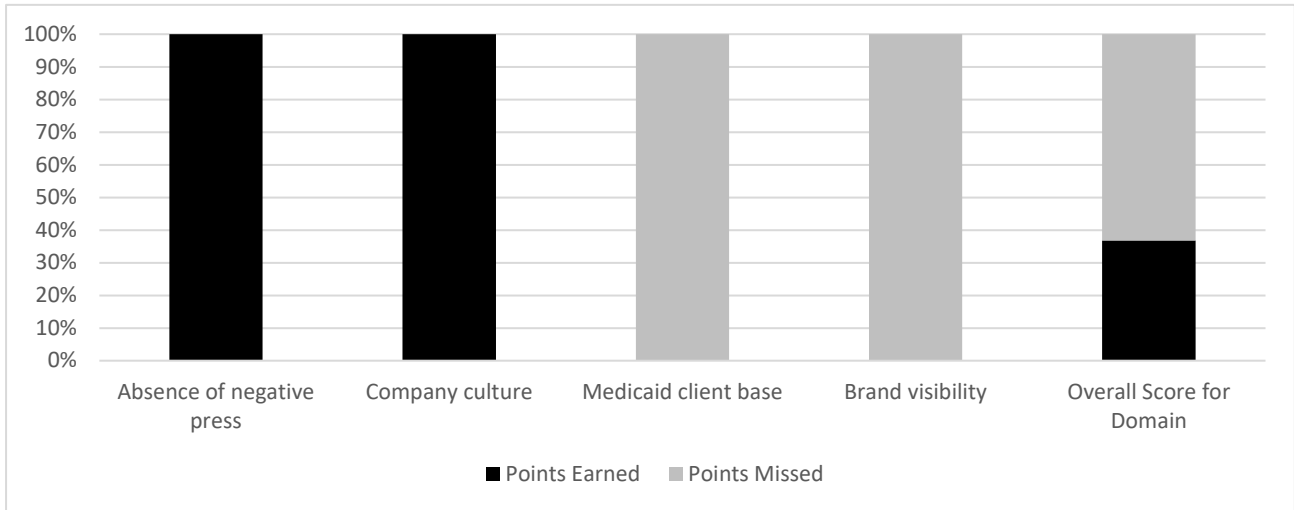
Analyst Notes

Extensive healthcare experience, but limited Medicare and Medicaid experience on leadership team.

Why this domain matters

- 1) All our clients tell us the number one failure point for new vendor partners is misunderstanding fundamentals of the Medicaid space.
- 2) Many firms misrepresent their understanding of the Medicaid space, usually due to an error of assuming a higher level of similarity to commercial and Medicare than is merited.

Brand Perception



Note: Components are weighted differently. Contact your Medicaid Black Book consultant for more information on scoring calculations.

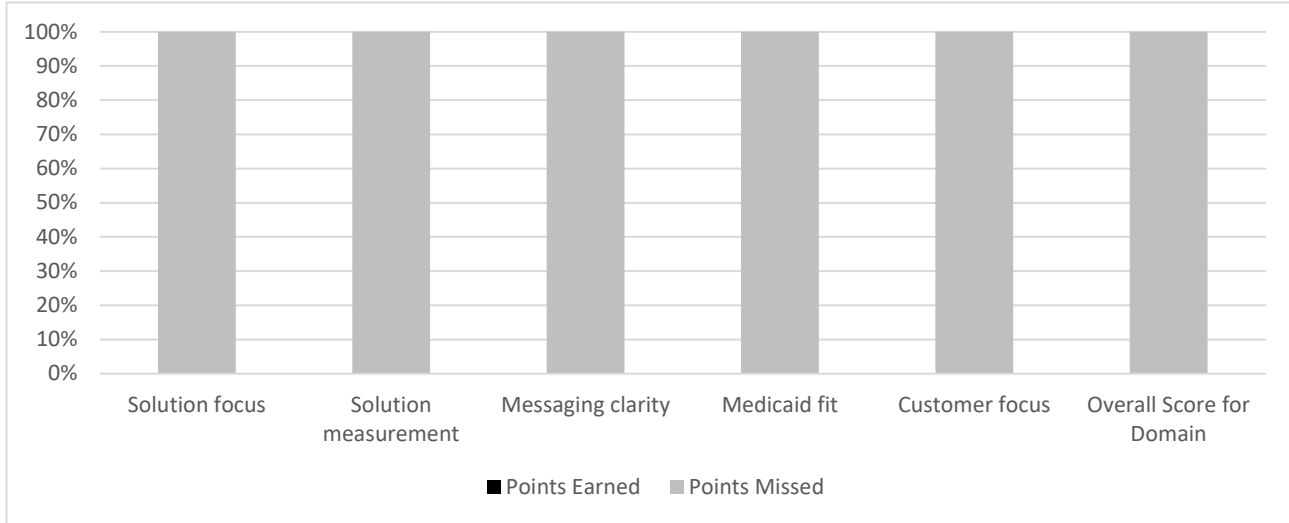
Analyst Notes

General healthcare app company with no identified client base.
 Brand visibility high in terms of overall downloads, but low visibility within Medicaid space

Why this domain matters

- 1) Vendors must work to create a perception of their value. You need an independent assessment of what the marketplace thinks of the organization and its solutions/ services.
- 2) Many large partnering mistakes could have been avoided by simple screens for things like lawsuits and negative press.

Clarity of Value Proposition



Note: Components are weighted differently. Contact your Medicaid Black Book consultant for more information on scoring calculations.

Analyst Notes

No clear performance metrics identified
 Reliance on non-unique value proposition and buzz words
 Solution not tailored to Medicaid

Why this domain matters

- 1) There are many non-unique solutions in the Medicaid space. It is important to quickly understand uniqueness so you can accurately evaluate your options.
- 2) The ability to tie solutions to specific outcome metrics is increasingly important in Medicaid payment systems. General calculations of "ROI" are insufficient.
- 3) Medicaid markets require solutions that are specific to the Medicaid space. Attempting to use a solution that was developed in another payer space without appropriate customization for Medicaid will create substantial failure risk.

Scalability



Note: Components are weighted differently. Contact your Medicaid Black Book consultant for more information on scoring calculations.

Analyst Notes

Current client base limited to general consumers (app users)
 Limited data available for ops/product team evaluations
 Able to sync with wearables- large potential to scale revenues

Why this domain matters

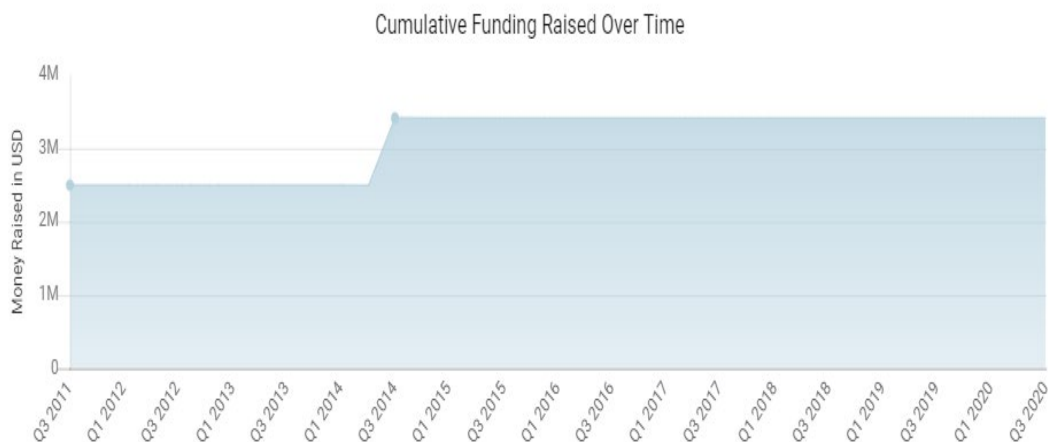
1) Most of the vendors we review are in earlier stages of their journey. They may or may not be equipped to take on a much larger project or client.

Funding Model

Note: This domain is not scored and is provided for context only.

Model / Stage

Privately held / Venture (Series A)



Total funding

\$3.4M

Major investors

Accel, Felicis

Acquisitions

SkyHealth (2012)

Why this domain matters


- 1) Many of our subscribers tell us that the type of funding model for the vendor plays a significant role in their strategy and the way they manage client accounts.
- 2) Our investor subscribers prefer a quick view of how the vendor is financed so that they can understand how this vendor compares to other portfolio companies.


Leadership Profiles


Peter Kuhar
Founder and CTO




LinkedIn Profile/Bio
<https://www.linkedin.com/in/pkuhar/>

 **Founder and CTO**
Azumio Inc.
Mar 2011 – Present · 9 yrs 4 mos
Palo Alto

 **Founder and CEO**
Modula d.o.o.
Mar 2008 – Feb 2011 · 3 yrs
Ljubljana

 **Senior software Engineer**
Halcom d.d.
Feb 2005 – Mar 2008 · 3 yrs 2 mos


 **Software Engineer**
Erpo sistemi d.o.o.
Aug 2002 – Jan 2005 · 2 yrs 6 mos
Developing software for HandHeld PCs


Leadership Profiles


Peter Kuhar
CEO




LinkedIn Profile/Bio
<https://www.linkedin.com/in/bojanbostjancic/>

-  **founder and CEO**
Azumio Inc.
2011 – Present · 9 yrs
Palo Alto
MobileHealth startup

-  **VP Innovation**
Harris Stratex
2009 – 2011 · 2 yrs
Santa Clara

-  **President**
Telsima
2004 – 2008 · 4 yrs
Santa Clara
4G wireless

-  **founder and CTO**
MIBO Communications
1996 – 2002 · 6 yrs

Leadership Profiles

Tom Xu
Chief Product Officer



LinkedIn Profile/Bio
<https://www.linkedin.com/in/tom-xu-3662bb21/>



Chief Product Officer & Cofounder
Azumio Inc.
2012 – Present · 8 yrs
Palo Alto, CA







CEO & Founder
SkyHealth
2008 – 2012 · 4 yrs

Leadership Profiles

Bojan Kahvedzic
VP Business Development



LinkedIn Profile/Bio
<https://www.linkedin.com/in/bkahvedzic/>

-  **Vice President Of Business Development**
Azumio Inc. · Full-time
2018 – Present · 2 yrs
San Francisco Bay Area
-  **Co-Founder/COO**
Industrial Brains · Full-time
2017 – 2018 · 1 yr
San Francisco Bay Area
-  **Vice President**
Breyer Capital · Full-time
2014 – 2017 · 3 yrs
San Francisco Bay Area
-  **Associate**
Accel · Full-time
2009 – 2014 · 5 yrs
San Francisco Bay Area