



Vendor Review

MOTIVITY

What they do (self-reported)

Motivity Systems provides innovative clinical software solutions for Behavioral Health Providers.

Year founded	2013	Annual Revenue	\$5M
# of Employees	11 to 50	Category	Technology
Website	https://www.linkedin.com/company/motivity-systems/		

OVERALL EVALUATION



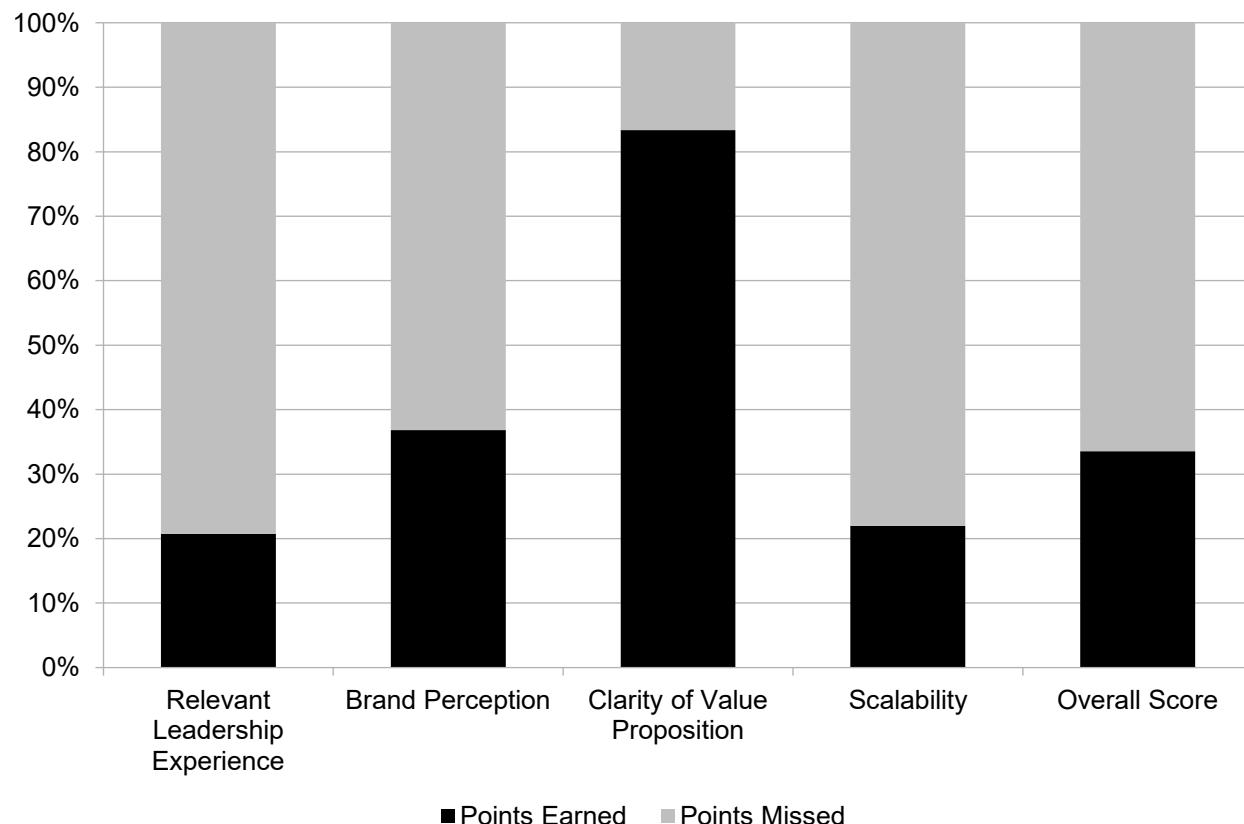
Recommended use of ratings

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

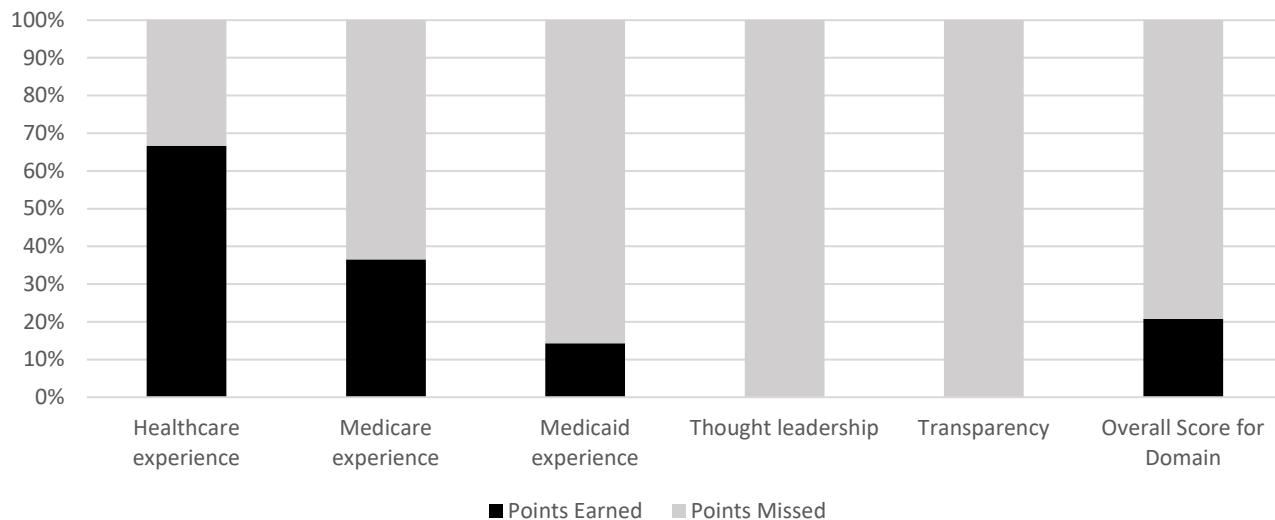
3 or 4 stars: Have small team of mid-level staff conduct limited introductory meeting

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

Overall Scoring



Relevant Leadership Experience



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

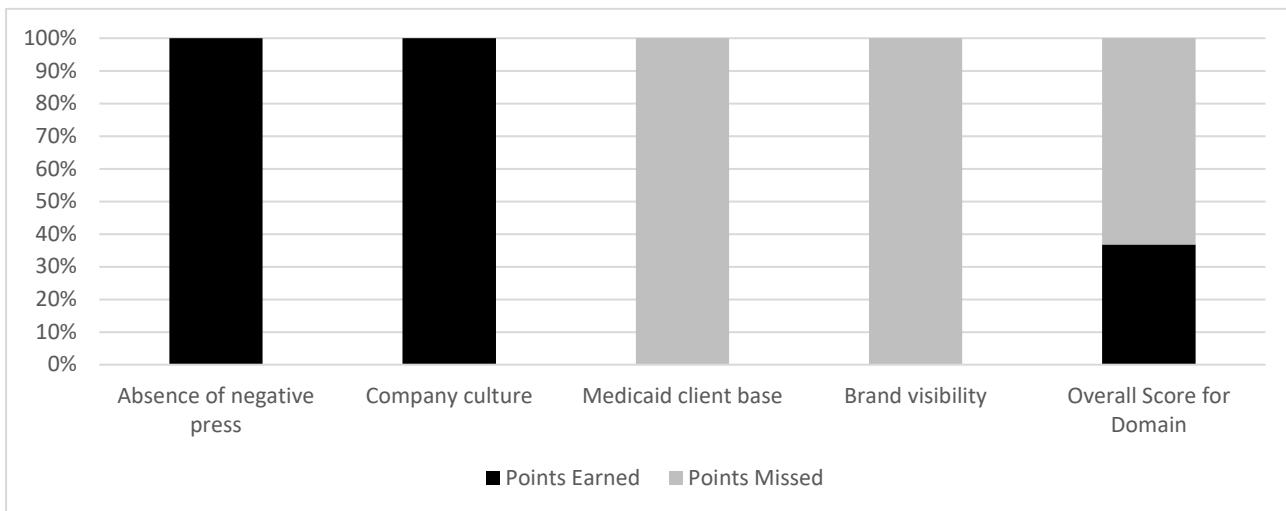
Analyst Notes

Leadership team rated as moderate-extensive experience for healthcare.
Leadership team rated as unknown-moderate experience for Medicaid/Medicare.
No thought leadership or Medicaid speaking items identified in past 3 years.

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.

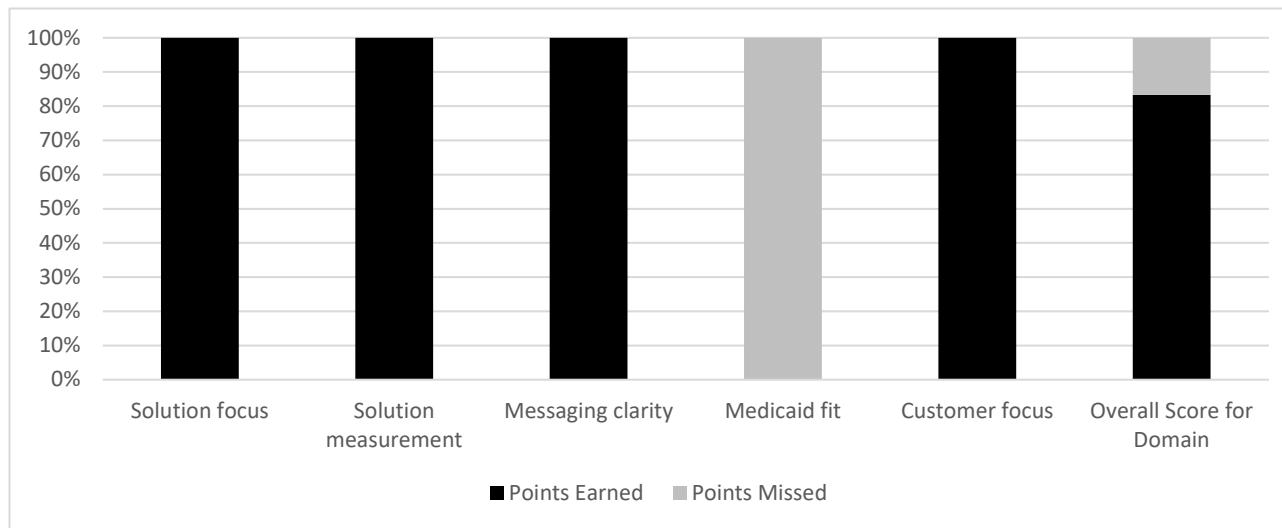
Analyst Notes

Very little brand visibility in space. Commercial launch was Jan. 2020
Product is not payer-specific so no Medicaid client base yet apparent.

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.

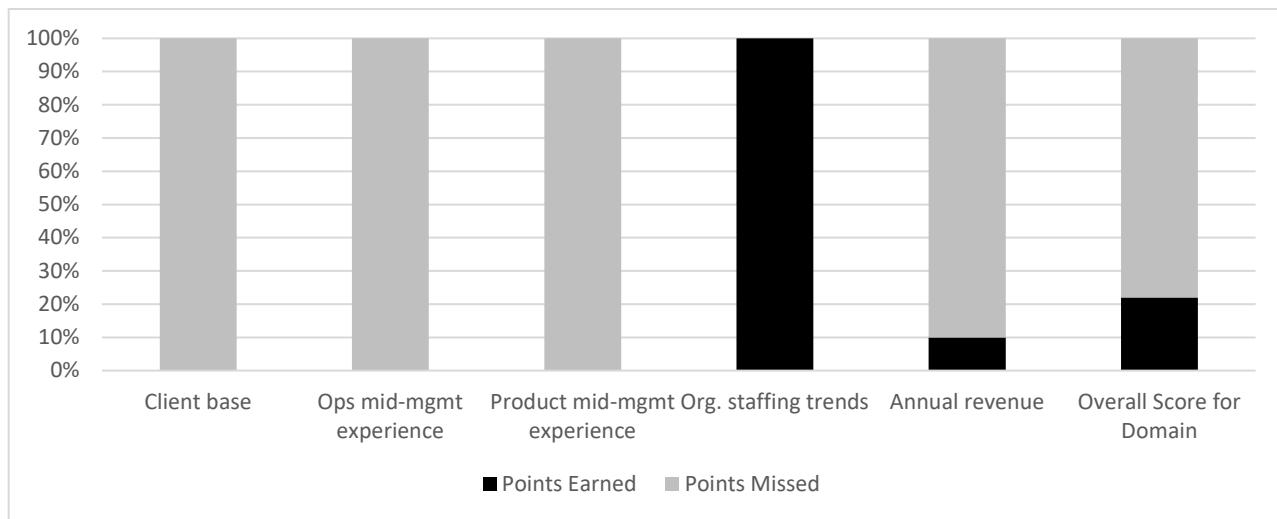
Analyst Notes

Benefits to providers clearly identified.
Measurement approach clearly identified.
Product not clearly customized for Medicaid plans.

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

Low annual revenues.
Operational staff experience rated as unknown/ limited.

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

Private, NIMH grant-funded

Two rounds of fast-track NIMH grants. First grant \$2.6M 2016

Latest grant award March 2020, \$3.6M

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

Rex Jakobovits

President



LinkedIn Profile/Bio

<https://www.linkedin.com/in/rex-jakobovits-627657>**President**

Motivity Systems

Jun 2013–Present • 7 yrs 1 mo

Honolulu

**Research Affiliate**

University of Washington Autism Center

Nov 2013–Present • 6 yrs 8 mos

**Vice President**

McKesson Provider Technologies

May 2008–Jul 2013 • 5 yrs 3 mos

**Affiliate Professor**

University of Washington, Dept. of Radiology

2003–2013 • 10 yrs

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Leadership Profiles

Emaley McCulloch

VP Clinical Products



LinkedIn Profile/Bio

<https://www.linkedin.com/in/emaley-mcculloch-79504825>

Vice President of Clinical Products

Motivity Systems

Mar 2019–Present • 1 yr 4 mos

San Diego

Vice President of Relias Institute

Relias

Aug 2015–Present • 4 yrs 11 mos

Greater San Diego Area

Director of Behavioral Products and Research

Relias Learning

Jun 2014–Jan 2016 • 1 yr 8 mos

President & Co-founder

Autism Training Solutions

Aug 2008–Jun 2014 • 5 yrs 11 mos



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Leadership Profiles

Catalin Bocirnea
CTO



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



Chief Technology Officer
Motivity Systems
2013–Present • 7 yrs
Honolulu, Hawaii

Architect Advisor
McKesson Medical Imaging Group
2006–2013 • 7 yrs
Vancouver, Canada



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