



Medicaid BlackBook

Vendor Review

HealthEC

What they do (self-reported)

Population health management company that assists organizations to improve patient outcomes, manage costs and quality.

| | | | |
|-----------------------|---|-----------------------|-----------------|
| Year founded | 1997 | Annual Revenue | \$18M |
| # of Employees | est @ 120 | Category | Care management |
| Website | https://www.linkedin.com/company/healthec/ | | |

OVERALL EVALUATION



5

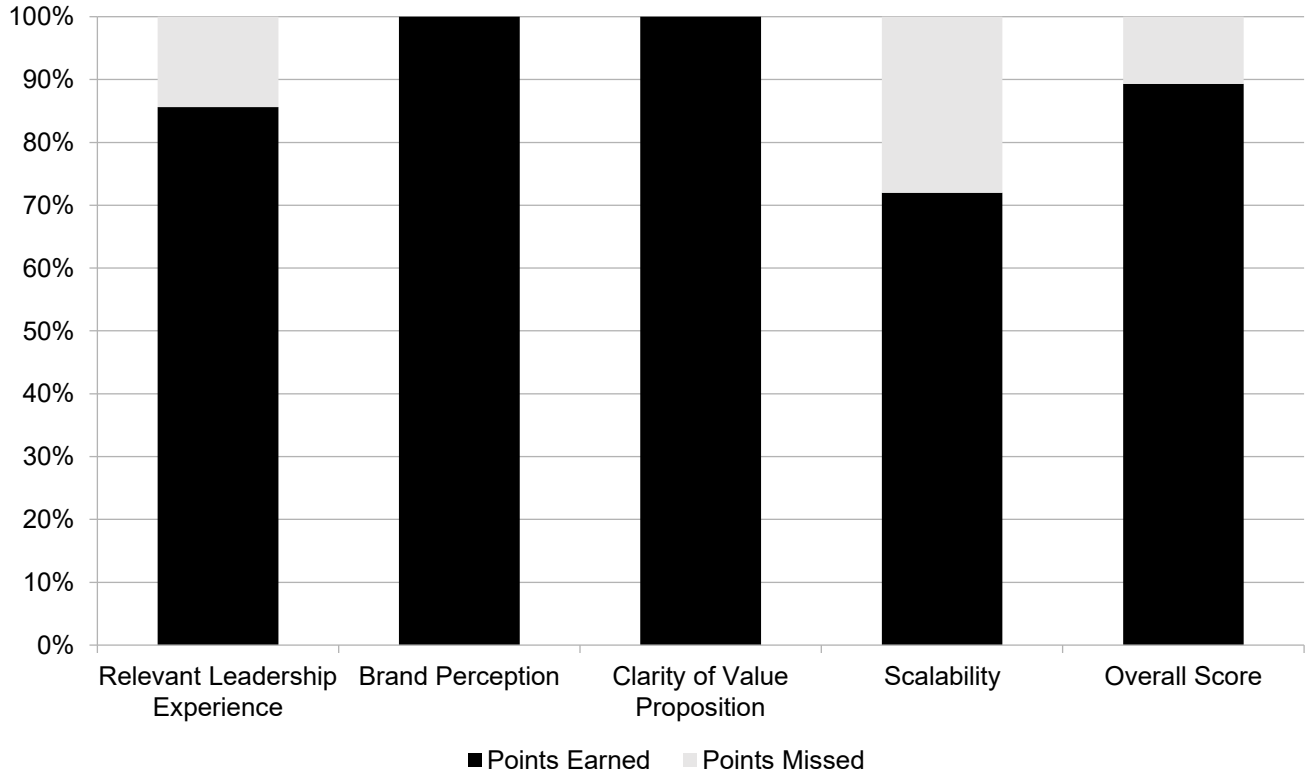
Recommended use of ratings

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

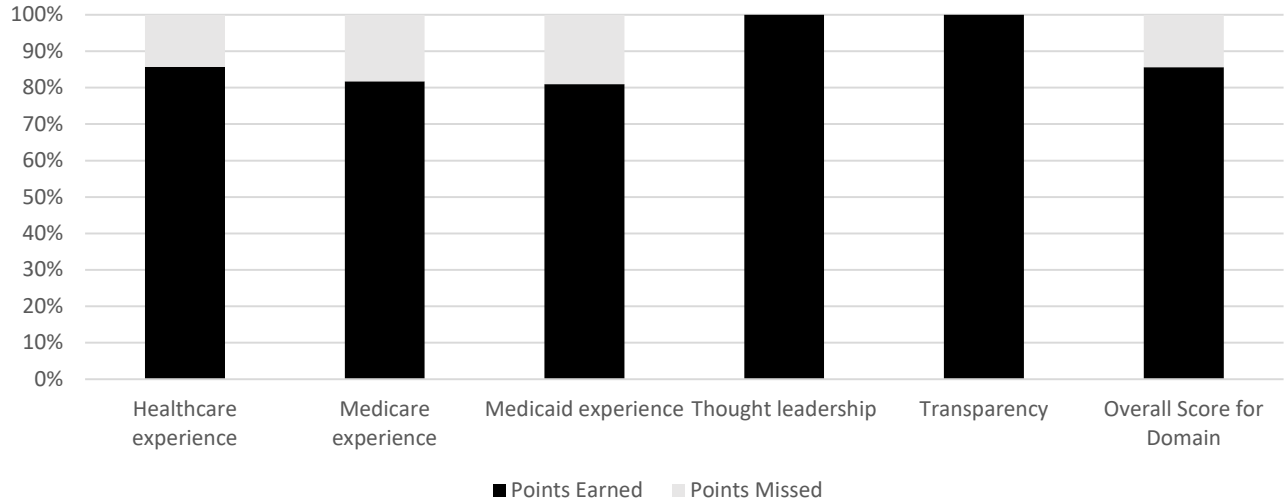
4 or 5 stars: Have mid-level staff conduct additional vettingInvite vendor for in depth discussion series, including senior staff

Overall Scoring



Extremely high score on leadership Medicaid experience. High visibility in market. Positioned for scale and nearing next stage of revenue growth

Relevant Leadership Experience



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

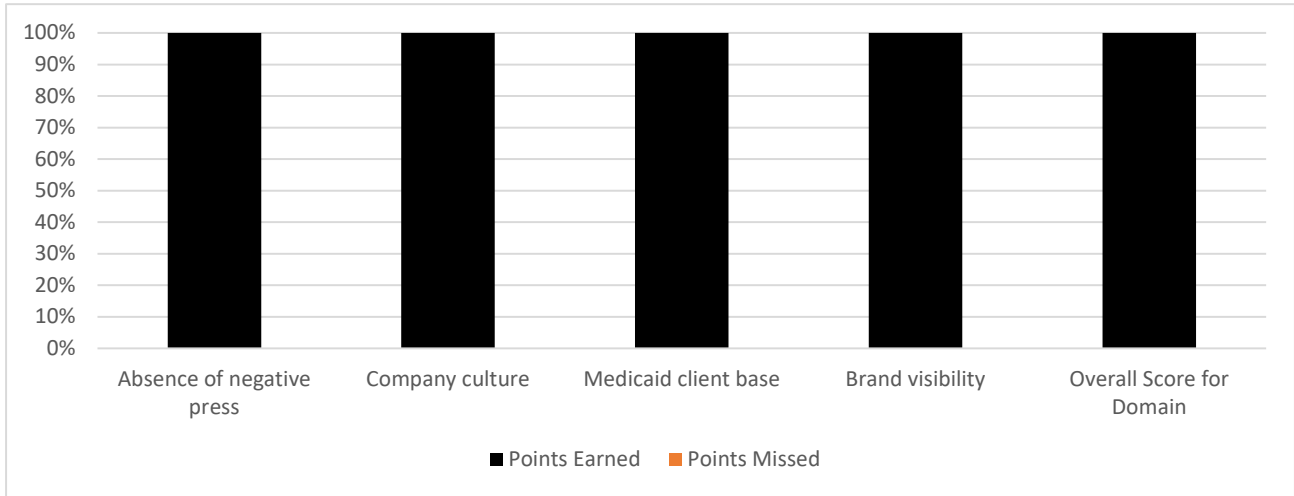
Analyst Notes

Most of C-Suite rated as extensive for healthcare, Medicare and Medicaid experience
 Current thought leadership efforts related to Medicaid

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.

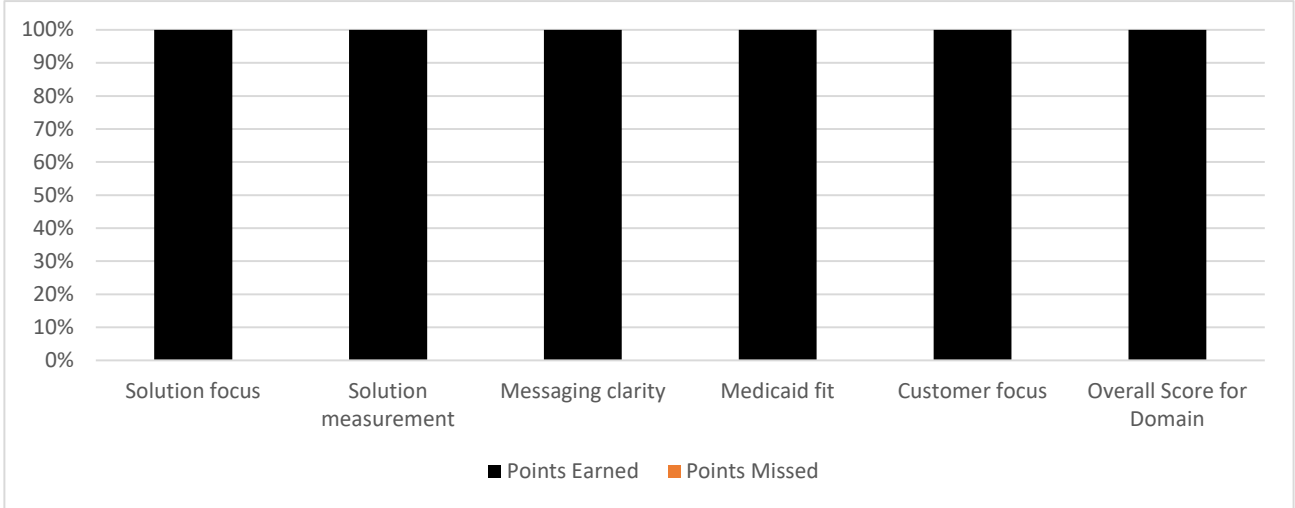
Analyst Notes

No litigation identified.
Internal culture rated as healthy/stable
Existing Medicaid and federal client base
High visibility based on LinkedIN followers

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

Clear focus on analytics and workflow solutions for payers/providers in Medicaid space (esp. for FQHCs)
 Focus on complex care management and related metrics

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

Scalability



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

Analyst Notes

16/17 mid level managers have 10+ years experience
Increases in sales roles but other roles flat
AR just below medium threshold (\$17M vs \$20M)

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

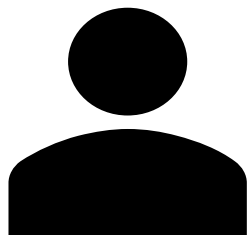
Privately owned with no investors disclosed.

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

Arthur Kapoor
President and CEO



LinkedIn Profile/Bio
<https://www.linkedin.com/in/arthur-k-63a2171/>

Arthur Kapoor is a creative and driven entrepreneur that has spent the last 33 years building financial, clinical and operational platforms to solve the most perplexing challenges across several industries.

Armed with a Bachelor's Degree in Computer Science and an MBA from Rutgers University, Kapoor pioneered technology that helped business executives visualize data in new and different ways, creating market leadership and differentiation for the clients he served. In 1986, he partnered with fellow entrepreneurs to create Computer-Aided Design (CAD) programs for the furniture industry, pioneering the concept of visualizing facilities management floor plans with office furniture, which was acquired by a leading furniture manufacturer. In 1991, Kapoor entered the healthcare arena by founding Med-Link Technologies, which became the fastest growing healthcare claims clearinghouse in the US; Med-Link was subsequently acquired by Emdeon.





Leadership Profiles


Sanjay Seth
EVP




LinkedIn Profile/Bio
<https://www.linkedin.com/in/sanjay-seth-2b00098/>

 **Executive Vice President**
HEALTH EC
Jun 2015 – Present · 4 yrs 8 mos
Edison

 **President**
PHYSICIAN CONSULTING SERVICES
Jan 1998 – Present · 22 yrs 1 mo

 **Consultant**
ALV Projects
Oct 2008 – Sep 2010 · 2 yrs

 **Vice President**
Newark Beth Israel Medical Center
1996 – 1998 · 2 yrs

Leadership Profiles

Bob Osburn
COO



LinkedIn Profile/Bio
<https://www.linkedin.com/in/bob-osburn-6320266/>



Chief Operating Officer

HealthEC, LLC
Feb 2019 – Present · 1 yr
Edison, New Jersey



Multiple Positions: Chief Health Policy Officer, COO, VP of Business & Strategic Development

DXC Technology, Molina Healthcare Corporation [Acquired by DXC Technology October 1, 2018], MMS-HIM
Jun 2006 – Present · 13 yrs 8 mos
Greater Nashville Area, TN



Chairman and CEO

Healthcare Enhancement Systems, Inc.
Aug 1998 – Jun 2006 · 7 yrs 11 mos
Greater Nashville Area, TN



President, Columbia Integrated Health Systems, Inc.

Columbia/HCA Healthcare Corporation
Aug 1994 – Jul 1998 · 4 yrs
Greater Nashville Area, TN



VP of Managed Care, Central Group

HCA
1994 – 1998 · 4 yrs


Leadership Profiles


Philip Jacobs
CFO




LinkedIn Profile/ Bio
<https://www.linkedin.com/in/philip-a-jacobs-9169b65/>


Experience

-  **CFO**
HealthEC
2016 – Present · 4 yrs
New Jersey / Atlanta

-  **CFO**
Sandlot Solutions
2013 – 2016 · 3 yrs
Atlanta, GA

- CFO of Global GEO (Global Finance Director)**
CSC
2008 – 2013 · 5 yrs
\$16B Fortune 200 Company

-  **SVP of Finance**
FCG (First Consulting Group)
2003 – 2008 · 5 yrs
New York
Acquired by CSC in 2008

-  **CFO**
Paragon Solutions, Inc.
1999 – 2003 · 4 yrs