



## Company Overview

### Introduction

[Cielo MedSolutions](#) (pronounced "see EL oh," Spanish for sky or heaven) is a rapidly-growing provider of healthcare software and Web applications. Headquartered in Ann Arbor, Michigan, Cielo is pioneering a new category of healthcare IT known as clinical quality management systems (CQMS). The company's web-based Cielo Clinic™ software-as-a-service (SaaS) offering helps ambulatory care providers proactively improve, document and report on clinical care and supports initiatives such as patient-centered medical homes, pay-for-performance programs, clinical integration, quality improvement and clinical scorecarding.

### Industry Overview

Of the \$2.3 trillion spent annually on healthcare in the U.S., 75 percent is expended on chronic disease management and much of this care burden is carried by the country's 400,000 ambulatory care physicians and their practices. Ambulatory care physicians are faced with the challenges of increased workloads, escalating complexity in managing chronic disease and mounting economic pressures.

Physician offices and community health centers are the most common sites for the delivery of ambulatory medical care, which encompasses the primary care fields of family medicine, internal medicine, obstetrics/gynecology, pediatrics and geriatric medicine, as well as internal medicine subspecialties such as sports medicine; cardiology, gastroenterology, rheumatology, and allergy/ asthma and /immunology.

### Strategic Focus

The strategic focus of Cielo MedSolutions is to provide ambulatory care practices, community health centers, and physician groups with software tools and IT services that enable delivery of enhanced patient care while optimizing practice efficiency and increasing physician revenues.

### Cielo Clinic

Cielo Clinic's registry, clinical decision support, and population management functionality lets providers and practices proactively manage the care needs of their patients. Supporting elements of the patient-centered medical home, pay-for-performance, and clinical scorecarding, Cielo Clinic is the tool of choice for primary care providers. Cielo Clinic accommodates either paper or electronic-based medical practices and integrates with electronic medical record (EMR) systems. The web-based product requires a minimal implementation effort and is priced on a low annual subscription fee, which makes it affordable and practical for practices of any size.



Unlike EMR software, which typically focuses on billing data, Cielo Clinic collects, tracks, and reports on *clinical data*, which allows for better decision-making on an entire patient population. The software also generates reports that are required for payor incentive programs focused on clinical quality measurements such as pay-for-performance.

### Partial Customer List

- University of Michigan Health System (UMHS)
- Oakland Southfield Physicians Group
- St. John Health System

### Management Team

#### David J. Morin – President & Chief Executive Officer

A Cielo co-founder and veteran senior executive, Mr. Morin brings to the Cielo team 20 years of experience in both the management of information technology within organizations as well as the management of technology companies. From 1998 to 2005, he served as VP of Livonia, Mich.-based diversified publisher HomeTown Communications Network, where he also founded and led the company's HomeTown Digital Internet publishing venture. Previously, Mr. Morin served as a Partner with Cambridge Technology Partners, where he oversaw the planning and implementation of multi-million-dollar IT projects and managed an office of 75 consultants with a budget of \$22 million. He holds a BS degree in computer information systems, with distinction, from the University of Michigan, where he has also pursued graduate business studies.

#### James D. Price – Chairman of the Board & Chief Marketing Officer

A Cielo co-founder and veteran of over 25 years of technology business management, Mr. Price is active in the day-to-day operations of the business, managing administration, marketing, corporate development and strategic alliances for Cielo. Mr. Price has previously founded and led multiple successful technology companies. From 2000-2007, he served as founding partner of venture consulting firm CompanyCrafters. Mr. Price is a member of the entrepreneurial studies faculty at the University of Michigan's Ross School of Business, and holds a bachelor's degree from Oberlin College and an MBA from Stanford University.

#### Donald E. Nease, Jr., MD – Chief Medical Officer

Dr. Nease is a tenured faculty researcher in the Department of Family Medicine at the University of Michigan School of Medicine and a board-certified family physician. He has worked with Drs. Green and Klinkman in



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the development of ClinfoTracker™, the precursor software to Cielo Clinic, and has been funded for research using ClinfoTracker and Cielo Clinic by the National Institutes of Health and the University of Michigan.

### **Christopher M. King – Senior Vice President, Product & Operations**

Mr. King oversees all technology, product development, product management, and customer service for Cielo. A veteran technology entrepreneur and software company officer, Mr. King previously served as VP of Marketing and Product Management for Wise Solutions, where he helped guide the software company through 500 percent growth while maintaining strong customer satisfaction. He holds a BS degree in Business Administration from Central Michigan University.

### **Douglas Weber – Chief Financial Officer**

Mr. Weber, a founding partner in the firm of Onset CFO ([www.onsetcfo.com](http://www.onsetcfo.com)), serves as Cielo's CFO on a part-time, outsourced basis. His 25-year professional career has included serving as CFO and multiple technology and venture-backed companies. He holds a bachelor's degree and an MBA from the University of Michigan.

## Contact Information

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