FOR IMMEDIATE RELEASE

University of Michigan Joins the Apervita Community to Commercialize Health Analytics

Tech Transfer agreement opens the door to university clinicians and researchers to make available their game-changing knowledge to providers everywhere

Chicago (July 23, 2015) – Apervita, Inc. (apervita.com), the world's fastest growing community and marketplace for health analytics & data, today announced the University of Michigan has joined the Apervita community to commercialize the university's portfolio of medical algorithms, assessments and protocols. Through Apervita, an agreement concluded with U-M Tech Transfer will enable leading university clinicians and researchers to author and publish their research as computable analytics, which can be offered to any health enterprise through the Apervita marketplace.

"The University of Michigan is a prolific research organization and their technology transfer office has compiled a valuable inventory of health intellectual property. Apervita provides them with the ability to unlock it and commercialize it, quickly sharing it with other institutions. With Apervita, their doctors and researchers are able to publish their knowledge as computable analytics, enabling other health professionals everywhere to subscribe and apply it in their work," said Paul Magelli, CEO of Apervita. "This approach facilitates the rapid on-boarding, publishing and improvement of health analytics direct from the original authors, who after all are the experts. In this way, not only will the users benefit from their expertise, but the University will fully retain control of its intellectual property, while generating a source of revenue."

Over time the University of Michigan plans to make available a broad selection of their health analytics through Apervita. Initially they will focus on the areas of cardiology, diabetes, and wellness.

"Our researchers are defining more effective ways of delivering health care and we feel our role as a technology transfer team is to help ensure these new approaches help to improve patient care as quickly and broadly as possible," said Ken Nisbet, associate vice president, U-M Tech Transfer. "Apervita will help us achieve this goal because it allows us to distribute our advanced analytics directly into clinician workflow easily and efficiently, and without having to build any of the software infrastructure ourselves."

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About Apervita

Apervita is the leading health analytics & data community and marketplace, where prominent health professionals and enterprises from around the globe are being empowered to democratize the world's health analytics and data to improve outcomes and deliver better health for everyone.

At Apervita, we believe that health professionals and enterprises have already created the greatest wealth of knowledge that has ever existed. Today, the majority of this knowledge is paper-based or locked into proprietary systems. The Apervita community is already unlocking them, turning them into 1,000s of computable and shareable analytics and applying them to improve health.

Apervita enables health professionals and enterprises to author, use, publish and apply a market of evidence-based algorithms, measures, pathways, protocols and data sets easily connecting them to data and workflow. Available to every health professional and powerful enough for the entire health enterprise, Apervita provides health analytics at a tenth of today's cost, in a hundredth of the time.

About U-M Tech Transfer

The University of Michigan spends over $1.3 billion per year on its wide-ranging research initiatives, making it one of the largest, most successful academic research institutions in the world. U-M Tech Transfer, the University unit responsible for transferring research discoveries to business and venture partners, launches an average of 12 start-ups, and signs over 100 agreements with businesses annually. These activities have led to the launch of over 100 new start-up companies since 2000, including HealthMedia, Compendia Biosciences and Arbor Networks, and the adoption of several world-changing technologies, such as the FluMist® inhalable flu vaccine and the IntraLase® LASIK eye surgery system. More on U-M Tech Transfer, including an up-to-date list of technologies available for commercialization, can be found at http://www.techtransfer.umich.edu

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