

# Better Than Ever: Georgia's Digital Health Community Leads With Innovation

*An updated report on why our nation's leading digital healthcare companies call Georgia home.*



## EXECUTIVE SUMMARY

As the foundations of our healthcare system shook under the pressure of the world's worst pandemic in modern history, digital health innovation took center stage. Digital health companies that were merely in their infancy, found themselves inundated with demand. Large, global enterprises jumped into the healthcare space in a big way to try to make a difference. Healthcare consumers and providers alike were forced to try new ways of connecting with each other. Everything from virtual patient care to expedited medication discoveries sprung forward, and most industry analysts agree, there is no going back.

## Advancing Healthcare IT Initiatives in Georgia

As the baseline shifted at break-neck speeds, digital healthcare leaders in Georgia led the way. As a result, the Institute for Healthcare IT (IHIT), a non-profit organization dedicated to improving the accessibility and quality of healthcare in Georgia, decided it is imperative to refocus its attention on certain trends that were critical to the current state of healthcare in Georgia.

As a result, IHIT is publishing this update to its 2020 Digital Health Report: Georgia/Where Digital Healthcare Calls Home.

Amid the pandemic, IHIT's research on digital health and IHIT's related initiatives supported the historic and exponential uptake of digital health solutions as they met and continue to meet vulnerable patients' healthcare needs remotely.

Over the past year, IHIT expanded its Board of Advisors to include members across the fields of economic development, telecom, telehealth, and education. This Board of Advisors, an all-volunteer action arm of IHIT, elected to focus on specific recommendations related to the three key areas listed below.

The focus of this report is three key areas that were dramatically highlighted as a result of the pandemic:



1 Telehealth access



2 Infrastructure



3 Education specific to healthcare



Much work is being done throughout the state to address digital health recommendations. More work, however, is still required. Some initiatives in which IHIT is participating include:

## Top IHIT Impact Points



### IMPROVING PATIENT ACCESS:

IHIT is collaborating and supporting multiple stakeholders to adopt and engage with healthcare technology solutions and to facilitate connectivity for as many people as possible with a specific focus on underserved communities in Georgia. Stakeholders include those who interact with healthcare, such as state and local leaders, hospitals, medical practices, medical device firms, health IT and telecom companies, and others.



### GROWING COMMUNITY INVOLVEMENT:

IHIT is facilitating the formation of consortiums and task forces throughout Georgia that will seek diverse funding opportunities to reduce the costs of access to healthcare, telehealth, and virtual health solutions.



### INCREASING COLLABORATION:

IHIT is facilitating communication across hospital and physician group practice CIO's, CISO's, and other decision-makers by providing a platform on which they can discuss healthcare technology priorities, vulnerabilities, and innovative opportunities for improving health, access, and delivery of healthcare for people across Georgia.

## A New Age of Healthcare IT

In 2020, IHIT identified, evaluated and prioritized funding opportunities designed to defray costs of providing digital health job training, telehealth infrastructure and services to underserved patients across Georgia amid the pandemic and in the future.

With spiking demand for telehealth and digital health solutions, it quickly became clear that greater infrastructure is needed to realize more of the new efficiencies and better patient outcomes

that telehealth and digital health solutions can deliver. IHIT brought together stakeholders to explore these issues and opportunities with leaders from across the nation.

In 2020 and 2021, IHIT initiated new research featuring funding opportunities of interest to healthcare IT organizations and communities. To raise awareness of such opportunities, IHIT began circulating information about these opportunities with groups positioned to benefit from them.



Since IHIT's inception, healthcare IT education has been a central pillar of our work. For several years, IHIT has worked with the Georgia Department of Education toward creating opportunities to educate Georgia's future workforce about health IT.

According to the 2019 article titled, "[The Health IT Staffing Shortage Is a Problem Morphing Into a Crisis](#)", which was published in the [HIT Consultant](#), the growing shortage of healthcare IT workers can generally be attributed to the following:

- Aging healthcare IT workforce
- Expanding hospital digital platforms
- Extreme data security risks, and
- Higher demand for IT talent.

Given the aforementioned, more work needs to be done to help train and cultivate future healthcare IT workers. The Georgia Department of Education was aware of these issues and sought IHIT's expertise this year to provide guidance on revamping the healthcare curriculum for high school students throughout Georgia.

As a part of its diligence, the Georgia Department of Education identified the value and expertise of IHIT and invited IHIT to be its external advisors on the new high school health IT curriculum. IHIT is proud to report that its input helped shape the new high school curriculum for health IT for all Georgia students.

After identifying and supporting efforts to make healthcare IT education available in secondary schools, IHIT began investigating workforce training initiatives. IHIT continues to find new ways to provide support for the burgeoning healthcare IT industry.

Amid the rapid changing healthcare technology industry, IHIT continues to collaborate with local and national organizations to explore top healthcare IT industry needs and to educate communities, educators, legislators and others on the many opportunities digital health innovations provide.

Infrastructure to access these solutions and funding to adopt the solutions is critical to advancing healthcare IT in Georgia and beyond. IHIT remains committed to helping create new opportunities that will lead to affordable access to and adoption of healthcare IT solutions that will ultimately improve both the health and economy of all citizens in Georgia.

**To see the original 2020 IHIT report, please continue reading. For more information about IHIT and its most recent progress, visit [www.instituteforhealthcareit.org](http://www.instituteforhealthcareit.org).**



INSTITUTE *for*  
HEALTHCARE  
INFORMATION  
TECHNOLOGY



# Georgia: Where Digital Health Calls Home

an IHIT Report



# Table of Contents

Digital Health is Happening in Georgia .....	3
The National Digital Health Movement .....	4
Georgia: The Right Combination .....	5
The Digital Health Workforce Pipeline .....	6
Collaborative Culture .....	8
Funding Digital Health Innovation .....	9
The Infrastructure to Support Digital Health Development .....	11
Georgia: The Nation’s Leader in Digital Health .....	13
Appreciation to Our Contributors .....	14
Appendix Georgia’s Collaborative Community .....	15
Appendix Georgia’s Funding Community .....	18
Appendix: List of Georgia Digital Health Companies Receiving Funding .....	22



## Digital Health is Happening in Georgia

It is the intent of the authors and contributors of this report to represent a baseline of information that can help Georgia state and business leaders become more aware of the assets and opportunities our state has to offer digital health organizations. It is also anticipated that this information will help the state identify areas that would benefit from additional investment as Georgia's digital health community continues to play a critical role in our nation's aspirations to improve the quality and accessibility of healthcare services for every individual.

The thriving digital health industry has called Georgia home for many years, with well over 200 digital healthcare-related companies headquartered here and hundreds more with offices.

The state's six-year track record of being recognized as the number one state for doing business by the nation's leading economic development publication, Area Development Magazine, speaks to the fact that Georgia is one of the most attractive destinations for all different types of companies, including 16 of the Fortune 500 companies and nearly 16,000 technology companies.

Many experts attribute Georgia's success in digital health to its dense concentration of research, technical, and medical universities and colleges along with its diverse population and lower cost of living than some of its counterparts. Whatever the root cause, state lawmakers, educators and private industry leaders continue to invest in the resources and collaborative environments that make this state the number one place digital health companies want to call home.

Written by the Institute for Healthcare IT (IHIT) with the support from more than 35 leaders in Georgia's digital health community, this report seeks to represent the broad range of people, resources, organizations and assets that are available and actively engaged in digital health in Georgia.

### Georgia Ranks at the Top of Every Major Category, 2019 Results

**#1** Top State for Doing Business  
(6th year in a row)  
Competitive Labor Environment  
Leading Workforce Development Programs  
Cooperative & Responsive State Government  
Speed of Permitting

**#2** Business Incentive Programs  
Shovel-ready Sites Programs  
Favorable Utility Rates  
Most Improved Economic Development Priorities

**#3** Cost of Doing Business  
Corporate Tax Environment  
Favorable General Regulatory Environment  
Access to Capital

*\* Area Development Magazine Annual Rankings*



## The National Digital Health Movement

On a national level, digital health has become one of the hottest industries for both entrepreneurs and large technology companies like Amazon, Walmart, Google and Microsoft. This heightened attention stems from the massive disruption occurring in the way our country provides, pays for and consumes healthcare services.

In addition, the sudden eruption of the COVID-19 global pandemic has thrust digital health companies into the spotlight as they are able to offer more modern means of fighting diseases and accessing healthcare services.

The financial investment community has also taken note of the opportunity digital health brings. Many are calling digital health the most disruptive technology trend in decades. According to the Rock Health Digital Health 2019 Funding Report, \$7.4B was invested in digital health technologies in 2019, bringing the five-year total to \$30.7B. A record number of investments have taken place, which fuels the innovative spirit and raises the profile of what was once a regulatory-burdened, paper-based industry.

**“As the healthcare industry continues to evolve, we expect healthtech will remain a robust segment of the market with a long road of growth ahead of it.”**  
– Pitchbook Emerging Tech Report: Healthcare, 2019

### DIGITAL EVOLUTION OF HEALTHCARE

Organizations are racing to meet the rapidly changing market conditions and investing heavily in software and services to help healthcare providers make the adjustments and optimize care delivery and care quality.

2010 – 2015



Healthcare providers receive federal funding incentives to digitize their operations; explosion of data availability, limited application of the new insights data provides

2016 – 2020



Digital revolution generates new opportunities for technology innovation to address changing reimbursement models and massive influx of new lives being covered under health insurance

2020 – 2025



Digital health becomes mainstream. Global pandemic response and consumerism of healthcare drives new level of innovation



## Georgia: The Right Combination

As the adoption of technology continues to reshape the landscape of healthcare as we know it, Georgia-based technology and digital health companies, universities, associations and investors are playing a pivotal role in the tech-oriented future of healthcare. Leading digital health companies recognize the many qualities that make Georgia the place to be for digital health in the new decade.

A steady stream of highly qualified talent coming from our technology, research and medical universities and well-established technology companies.



A network of highly collaborative work groups, associations and innovation centers that facilitate the exchange of ideas between providers, consumers and digital health creators.



A track record of enticing a financial investment firms and creative funding sources from private equity and venture capital firms, angel investors, private industry, and government agencies.



An extensive infrastructure and telehealth friendly environment to support the unique connectivity and communication needs of digital health companies and healthcare providers.

### Georgia Healthcare Community by the Numbers

**247,850**

Georgians employed as healthcare practitioners and technical occupations, such as physicians, nurses and physical therapists.

**148,690**

Georgians who work in computer and mathematical occupations, including software developers and computer programmers.

**30,000**

Georgians who work in the healthcare information technology field across 200-plus companies.

**25,850**

Georgians who work in life, physical and social sciences, including chemists, environmental scientists and microbiologists.

**154**

Countries touched by metro Atlanta's global health organizations.

(source: AJC)





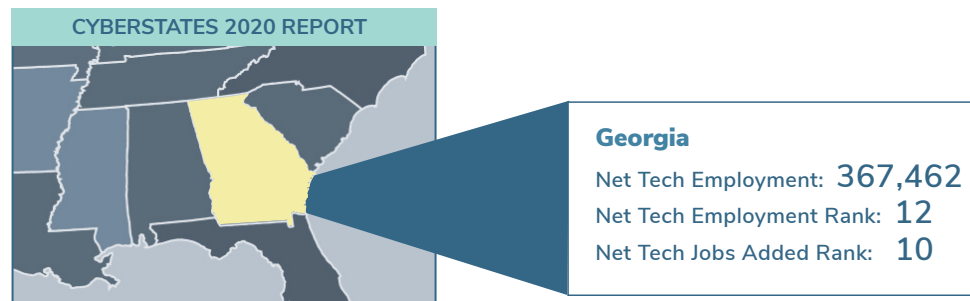
## 1 The Digital Health Workforce Pipeline

### Georgia's Tech-Mecca Status

More than 16,000 technology companies and 400 life science companies call Georgia home. Some of the world's largest technology-oriented companies recognize the unique opportunities Georgia provides to fuel the growth of their digital health initiatives.

### Workforce by the Numbers:

According to Comptia's Cyberstates 2020 report, that tracks the tech sector workforce annually, Georgia's technology sector is strong, reporting more than 367,400 net tech employees.



### Preparing the Workforce

Georgia's colleges, universities and technical college system awarded healthcare IT-related degrees and certificates across 38 different healthcare IT-related programs, based on JobsEQ data provided by the Metro Atlanta Chamber, representing 2017-2018 numbers.

**9K+** Healthcare IT-related undergraduate degrees

**5.5K** Healthcare IT-related post-graduate degrees

**7K+** Healthcare IT-related certificates and 2-year programs



In recent years, the Technical College System of Georgia (TSCG) has added nearly 50 different College and Career Academies throughout the state, enrolling more than 20,000 students in only the past two years. TSCG also announced in February 2020 an innovative program called The Cloud Academy to address the state’s growing need for workers with cloud computing skills while developing a steady pipeline of talent for Georgia businesses.

Georgia’s extensive network of private universities also award hundreds of technology degrees each year that further feed the pipeline of qualified candidates. Several of these universities, including Emory, Morehouse and Mercer, have medical schools that offer a pool of clinical resources that can not only give first-hand knowledge of the needs of digital health users, but also provide collaboration environments to support the commercialization efforts necessary for digital health startups and early stage companies.

Many of Georgia’s colleges also offer Continuing Education Credits (CEUs) to help local workforces continue to develop their skills and learn how to adopt technology. It’s not uncommon to have CIOs and IT directors engage directly with Georgia schools and curriculum to solve some of today’s biggest challenges through hack-a-thons and innovation contests.

**“ Our workforce development initiatives have already garnered top rankings and national recognition, and the launch of The Cloud Academy represents an exciting next step in building a workforce that will remain competitive in the 21st century economy.”**  
– Governor Brian Kemp

**47K+**  
students enrolled in IT Career Cluster Programs

**~20K**  
students enrolled in Healthcare IT Career Cluster Programs

\* Metro Atlanta Chamber, GA Department of Education 2020.

**Secondary Education Opportunities:**

Georgia high schools are also preparing its next-generation workforce for information technology and healthcare IT-related occupations through the state’s Career Clusters and Pathway Programs that introduce students to technology and healthcare at an early age. These programs include nine different technology tracks covering 27 courses, including courses like the Essentials of Healthcare IT, Applications of Healthcare IT, and Introduction to Health Science.

**Cybersecurity Central:**

Georgia is home to the National Security Agency/ Central Security Service, which opened the \$286 million, 600,000 square-foot facility called the Georgia Cryptologic Center near Augusta in 2012. The United States Army broke ground at Fort Gordon for its Cyber Command Headquarters in the same area in 2017, making room for another 4,000 people.

**Global Health Organizations:**

Global organizations like the Centers for Disease Control and Prevention as well as non-profits like the Carter Center and the American Cancer Society employ thousands of healthcare-minded researchers and professionals working to address global health issues.





## 2 Collaborative Culture of Learning, Sharing and Growing Together

For the past 60+ years, Georgia has been leading the way when it comes to building and sustaining healthcare-related collaboration communities. Dating back as far as 1961 when healthcare IT pioneers at Georgia Tech co-founded the organization that later became known as the Healthcare Information Management Systems Society (HIMSS), Georgia healthcare technology leaders have come together to share and learn from each other.

Today, hundreds of collaborative organizations – ranging from state-funded initiatives and university-driven coalitions to health system and venture capital-backed programs – are working together to solve some of the world’s biggest healthcare challenges. Both global technology leaders, such as Google and IBM, as well as startup entrepreneurs have found Georgia to be a place where people gather and work together to advance their digital health initiatives.

Here is just a sample of some of the collaborative communities that feed the digital health industry of Georgia. For a full list, please see the Appendix.

### Associations and Alliances

Alliant Health Solutions	Georgia Rural Health Association
Georgia Alliance of Community Hospitals	Georgia Senior Living Association
Georgia Bio	HomeTown Health
Georgia Global Health Alliance	Institute for Healthcare IT (IHIT)
Georgia Health Care Association	Medical Association of Georgia
Georgia Health Information Network	Technology Association of Georgia
Georgia HIMSS	(TAG) Digital Health
Georgia Hospital Association	
Georgia Pharmacy Association	
Georgia Research Alliance (GRA)	
Core Exchange	

### Healthcare Providers + Digital Health Vendors + Medical Research Universities

Atrium-Navicent Health Center for Disruption and Innovation  
 GA Hospital CIO Cybersecurity Coalition  
 Morehouse School of Medicine

### Innovation and Collaboration Centers

Advanced Technology Development Center  
 Anthem Innovation Studio  
 Atlanta Tech Village  
 Augusta University – Office of Innovation Commercialization  
 Center for Global Health Innovation  
 Emory Healthcare Innovation Hub  
 Georgia’s Department of Economic Development  
 Global Center for Medical Innovation (GCMII)  
 Global Health Crisis Coordination Center (GHC3)  
 Russell Center of Innovation and Entrepreneurship  
 The Georgia Rural Health Innovation Center at Mercer University

**“Every day at Navicent Health, we seek to find new ways to lead our industry through innovation and research. The Center for Disruption & Innovation gives us the opportunity to take the brightest minds in healthcare and engineering to collaborate on and deliver technology innovations that are enhancing service delivery, efficiency and outcomes.”**

– Dr. Ninfa M. Saunders, FACHE, President and CEO Navicent Health

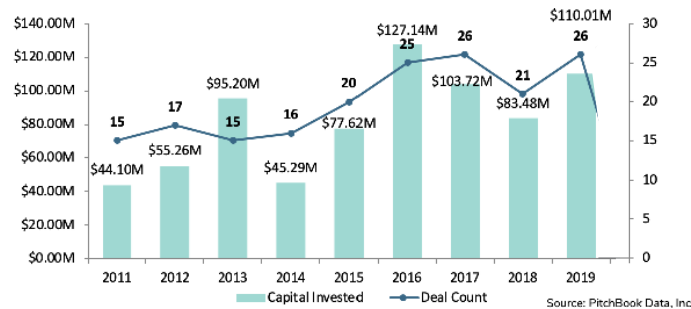


### 3 Funding Digital Health Innovation in Georgia

Not only are digital health companies and workers attracted to Georgia, but investors are finding the combination of Georgia's tech-rich university and technical college programs along with the growing number of innovative startup organizations coming out of them to be irresistible.

Today, Georgia is home to nearly 30 different venture capital (VC) firms and about the same number of early stage/angel investment groups, many of which are actively investing in digital health. According to PitchBook Data, healthcare IT related companies in Georgia have received \$744M in funding over the past 10 years. This funding has come from a wide range of sources, including VC firms, angel investors/groups, federal and state government funds, strategic investors and accelerator and incubator organizations.

#### VC Funding to Companies with HQ in Georgia – Capital Invested and Deal Count



\* Companies with headquarters in Georgia include those in the healthcare technology systems industry or HealthTech, Digital Health, FemTech verticals.

The funding patterns vary, but about 30% of the time, Georgia-based digital health companies receive funding from Georgia-based VC firms. While many founders would prefer to see this percentage grow, the number of active companies outside the state that are investing in Georgia digital health companies continues to grow, validating Georgia's centralized and easily accessible location for funding sources from around the world.

Accelerator programs and tech incubators, funded by private companies, universities and state government organizations, play a pivotal role in advancing the state's ability to grow and support startups and early stage digital health companies. Two of the largest and most active communities are:



Atlanta Tech Village (ATV) has been home to hundreds of technology startup organizations since its inception in 2012. The ATV ranks among the top five largest tech hubs in the nation, currently housing more than 1,100 people and 300 startups, with approximately 10% of these startups being focused on digital health, according to the TAG Digital Health Society report.



Georgia Tech's Advanced Technology Development Center (ATDC), one of the longest running and most successful university-affiliated incubators in the U.S., launched a Healthcare Technology Program in 2019. With five locations across the state, ATDC currently supports nearly 180 startup companies, of which about 28% are focused on healthcare, medical devices and digital health technology, also according to the TAG Digital Health report.

In Georgia, digital health companies across the state have also received funding and grant monies from international, federal and state organizations. One of the more active grant and award providers is the Georgia Research Alliance (GRA), which has supported nearly 30 different digital health companies.

The Georgia State Legislature has also funded several programs that have benefited healthcare IT companies as well as the state's population. These programs include a \$3M fund to support the Rural Hospital Stabilization Committee, whereby rural hospitals are able to tap into state funds to improve citizens' access to care through telehealth initiatives and infrastructure modernization projects.

Many Georgia-based digital health companies have received funding from venture capital firms, private equity organizations and angel investors. For a listing of some of these investment examples, please visit the Appendix of this report.

The state continues to draw attention to its wealth of digital health companies through two major VC conferences each year, including Venture Atlanta, the southeast's largest investment conference with more than 1,000 participants and Pitch Atlanta, an exclusive event connecting the best Atlanta early stage entrepreneurs with investors.

## 4 The Infrastructure to Support Digital Health Development

Georgia provides much of the critical infrastructure that is required to support the growing needs of today's digital healthcare providers and vendors. Digital health in Georgia benefits from decades of infrastructure developed around the state's dominant presence in the financial services and fintech markets, where massive volumes of data have to be processed, stored and protected. More than 70% of the nation's financial transactions pass through Georgia today. The digital health industry has similar needs, as billions of data points are generated daily. Healthcare data is the most valuable data, and therefore has strict security requirements.

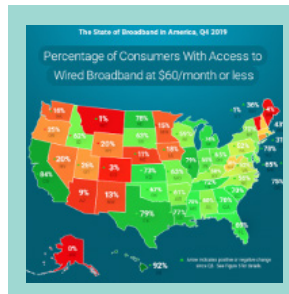
1



Atlanta ranks in the top five U.S. markets for total bandwidth and fiber access.

- Two of the nation's largest fiber trunk lines (North/South and East/West)
- Major research lines (Internet2 and the National LambdaRail (NLR))
- Virtually every major international and North American fiber provider possess a core interconnection point in Atlanta.

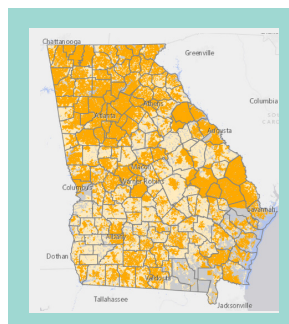
2



Expanding broadband services across the state.

With goals to increase these numbers, Georgia state legislators passed the Achieving Connectivity Everywhere (ACE) Act in 2018, which calls for the promotion and deployment of broadband services throughout the state to unserved areas with a minimum of 25 megabytes per second download speed and a minimum of 3 megabytes per second upload speeds.

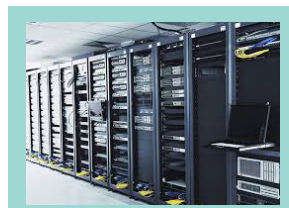
3



Georgia is ranked No. 2 for infrastructure & access to global markets.

Georgia is also making moves to support the proliferation of high-speed access to its rural communities. According to a January 2020 report, *The State of Broadband in America*, Georgia ranks high in terms of the percentage of population that has access to a low-cost broadband plan with 70% (one of top 24) that has 70% or greater coverage.

4



Georgia is top 10 fastest-growing states for data centers.

And because every major international and North American fiber provider possesses a core interconnection point in metro Atlanta, Georgia has become one of the top 10 fastest-growing states for large-scale data center facilities.



In total, Georgia is home to more than 50 data center facilities, making it the 7th fastest-growing market in the U.S., according to an AJC article posted in January 2020. More than 50 global companies, such as AT&T, Google, Hewlett-Packard, ADP, and UPS, have a data center presence in Georgia. Google has had a data center presence in the Atlanta region since 2003 and has invested more than \$1.2 billion in its Douglas County data center over the years, which has also created more than 350 jobs in the area.

Just like other states, Georgia legislators want to continue to attract data center facilities and are doing so with tax incentives. Beginning in January 2019, certain sales tax exemptions were put in place for the sale or lease of computer equipment or high-technology data center equipment incorporated or used in a high-technology data center.

### Georgia: A 5G Innovator

As new wireless technology, such as 5G becomes more available, Emory Healthcare and Verizon recently announced the nation's first 5G healthcare innovation lab - a strategic partnership to enable the Emory Healthcare Innovation Hub with 5G Ultra Wideband service. The program is committed to improving the patient care and provider experience. Verizon will collaborate with Emory Healthcare and its nine Innovation Hub partners, including founding partner Sharecare, to help spur the development of healthcare solutions powered by 5G.

### Georgia: A Telehealth Hub

Georgia is also a national leader in the telehealth space. The Global Partnership for Telehealth (GPT) is a statewide collaboration among policy makers, healthcare providers and patients. Beginning with just eight patient visits in 2006, GPT's Open Access Network now facilitates approximately 40,000 telehealth encounters annually. The network has grown to include over 650 clinical endpoints and facilitates collaboration between more than 150 specialists and healthcare providers that represent over 30 specialty practices.

Since GPT was named the Southeastern Telehealth Resource Center (SETRC) by the federal government in 2010 and received an \$11.5 million grant, GPT has made tremendous progress. The group also manages the National School of Applied Telehealth for industry workforce development, telehealth community liaisons, telehealth reimbursement specialists and program coordinators. In more recent years, GPT has expanded beyond its southeast borders to support GPT Missions in sites like Honduras, Guatemala, Macedonia and Afghanistan.

Several of the rural areas in Georgia are delivering creative remote care programs as well. For example, Georgia's Southwest Health District, covering 14 counties, in partnership with Women's Telehealth a Georgia-based digital health company, launched the nation's first Centering program to include telemedicine. After receiving a March of Dimes grant to implement the program to combat the health disparity gap and care access issues in low-income African-American and Hispanic births, the program was able to cut preterm births by more than 50% in both populations.




### HIEs in Georgia

Part of the success of today's healthcare providers and vendors centers around the ability to exchange healthcare data securely and quickly. Several years ago, state officials partnered with private industry and universities to help improve the ability for healthcare professionals to access and share important patient medical data with each other.





Today, Georgia is also home to multiple health information exchanges (HIEs) including the state's designated HIE Georgia Health Information Network (GaHIN) that connects hospitals and healthcare providers across the state.

-  GaHIN has indexed nearly 35 million patient records and is used by 20,000 providers for data queries and secure email messaging.
-  Morehouse College developed Georgia Health Connect (GAHC), now called HI-BRIDGE Solutions, as a regional health information exchange that helps providers exchange confidential patient clinical information and eliminate the disparate gap of healthcare throughout Georgia and the country.
-  In Augusta, the Georgia Regional Academic Health Information Exchange (GRACHIE) supports healthcare professionals access and securely share a patient's health information electronically through a member's EMR system.

Private industries are also investing in Georgia's infrastructure. For example, Verizon and Honeywell have joined forces on building a smart grid, which will enable Honeywell to incorporate sophisticated technologies like artificial intelligence and machine learning into its meters, exploring how 5G can transform the utility industry through higher bandwidth, faster speeds and low latency.

## Georgia: The Nation's Leader in Digital Health

As the healthcare industry continues to adopt more advanced technologies to address the ever-changing landscape and needs of patients, it is IHIT's hope that state business leaders, legislators, educators and community influencers will continue to

- 1** Work together to support the expansion of the digital health ecosystem
- 2** Adopt more advanced technologies in Georgia to address the ever-changing landscape and needs of patients
- 3** Provide more opportunities for companies to exchange knowledge
- 4** Foster new innovations through creative funding resources and empower the next generation of highly skilled technology and digital health entrepreneurs

**To learn more about how you can contribute ideas and resources to build a stronger digital healthcare ecosystem in Georgia, visit [instituteforhealthcareIT.org](https://instituteforhealthcareIT.org).**





## Appreciation to Our Contributors

**KIRK BARNES**

TransPharMed

**SEPI BROWNING**

Georgia HIMSS and Brighthour Inc.

**DEE CANTRELL**

HIT Consultancy

**EJANE CARAWAY**

Georgia Department of Economic  
Development

**MATT COLVIN**

University System of Georgia

**TIM EGGENA**

Diasyst

**STEVE FOSTER**

Georgia Power

**LARRY GERDES**

Persuant Health

**A.T. GIMBEL**

Atlanta Ventures

**BEN HARRIS**

Metro Atlanta Chamber

**DAVID HARTNETT**

Metro Atlanta Chamber

**LYNN HOOD**

Crackerjack Marketing

**CARMEN HUGHES**

Morehouse School of Medicine

**CHRIS KARABINOS**

TAG Digital Health Board Chair and  
Harvest Business Advisors

**DOMINIC MACK, MD**

Morehouse School of Medicine

**TANYA MACK**

CEO Women's Telehealth

**MICHELE MADISON**

Partner, Morris, Manning and Martin

**ALEXA MORSE**

Program Manager, GCM

**EPHRAIM R. MCLEAN**

Georgia State University  
Robinson College of Business

**JAMES MORROW, MD**

Morrow Family Medicine

**IRENE MUNN**

The Munn Firm  
Former Director of Policy,  
Office of the Lt. Governor

**PHYLLIS PARKER**

Center for Health IT  
Georgia State University

**JOSEPH SANTORO**

Georgia Bio

**MADI SHIELDS**

Metro Atlanta Chamber

**DR. SWETA SNEHA**

Kennesaw State University

**DEBRA STOKES**

Georgia Rural Health Innovation  
Center

**KELLY SYDNEY**

Metro Atlanta Chamber

**MARIA THACKER GOETHE**

Georgia Bio/ Georgia Health  
Alliance for Global Health  
Innovation

**CHRIS WATSON**

in90group

**DENNIS WHITE**

Alliant Health

**GLEN WHITLEY**

Georgia Economic Development  
Center

**PAT WILLIAMS**

IHIT Board Chair

**SHERRIE WILLIAMS**

Global Partnership for Telehealth

**TIFFANY WILSON**

GCM

**BAHA ZEIDAN**

Azalea Health



# Appendix Georgia's Collaborative Community:

Provided by the IHIT Collaboration Work Group

## Associations and Alliances

**Alliant Health Solutions** has continuously served the Georgia Medicaid program for more than 40 years, providing utilization management, program integrity and quality improvement services.

**Georgia Alliance of Community Hospitals** is dedicated to furthering the ability of community hospitals to fulfill their primary mission of serving their communities. To this end, the Alliance will be a resource to members and a leader in advocating for sound health care policies and regulations.

**Georgia Bio** is a non-profit, with more than 200 member organizations that is focused on growing the life sciences industry in Georgia. The organization represents biotechnology, medical devices, biopharmaceuticals, health IT, research institutes, global health, bio-agriculture and bio-fuel.

**Georgia Global Health Alliance (GGHA)** exists to advance global health equity by promoting and facilitating collaboration amongst business, academia, non-profits and government organizations within Georgia and linking them with partners in the U.S. and other countries.

**Georgia Health Care Association and Georgia Center for Assisted Living (GHCA/GCAL)** has represented long term care providers in the state for more than 60 years and currently serves skilled nursing centers, assisted living communities, and SOURCE agencies.

**Georgia Health Information Network (GaHIN)** is focused on creating a healthier Georgia through the use and exchange of electronic health information.

**Georgia HIMSS:** With nearly 2,300 healthcare IT professionals as members, the Georgia chapter of HIMSS is known nationally as the model citizen of how state/regional chapters should work. Its annual conference draws about 500 participants and monthly programs deliver highly interactive discussion groups with hundreds more each year.

**Georgia Hospital Association (GHA)** is a nonprofit trade association focused on promoting the health and welfare of the public through the development of better hospital care for all Georgia citizens. The organization serves more than 160 hospitals in Georgia along with the individuals within those institutions.

**Georgia Pharmacy Association** represents Georgia's pharmacists, pharmacy technicians, and their patients. The organization fights for its members at the capitol, provides education and networking opportunities for its members, and gives members the resources they need to do their jobs better and improve their practices as well as their patients' lives.

**Georgia Research Alliance (GRA) Core Exchange** program helps Georgia universities – both private and public – get access to the most advanced research facilities and lab technology. Participating universities share access to each other's resources.

**Georgia Rural Health Association** is the oldest state rural health association in the country and has a highly active network of healthcare providers, educators, and individuals united in their commitment to improve the health and healthcare services of rural Georgians.

**Georgia Senior Living Association** is a non-profit trade association representing Georgia's senior living industry and the growing population it services. Members range from freestanding assisted living residences and licensed personal care homes to retirement campuses.

**HomeTown Health** is a network of rural hospitals, healthcare providers and best practice business partners who collectively pursue ways to help its membership survive in the environment of constant changes in reimbursement, operations and technology.



**Institute for Healthcare IT (IHIT)** is a non-profit organization that is focused on fostering economic development opportunities and improving the accessibility and quality of healthcare in Georgia through the advancement of technology. IHIT sponsors multiple reports each year, including the Voice of Georgia's Digital Health Ecosystem, the State of Cybersecurity Among Georgia Hospitals, and Georgia Healthcare IT Workforce Needs.

**Medical Association of Georgia (MAG)** has more than 8,000 members, including physicians in every specialty and practice setting and is focused on legislative, legal and third-party payer issues. Its mission is to enhance patient care and the health of the public by advancing the art and science of medicine and by representing physicians and patients in the policy making process.

**Technology Association of Georgia (TAG) Digital Health** is one of the most active societies of TAG, whose membership includes more than 35,000 technology professionals across 25 different societies. Throughout the year, this society has active engagement from 5,000 healthcare IT related professionals and hosts multiple events. In addition to Atlanta, TAG has chapters in Athens, Augusta, Columbus, Middle Georgia and Savannah.

#### Healthcare Providers + Digital Health Vendors + Medical Research Universities

**Atrium-Navicent Health Center for Disruption and Innovation** in Macon, Georgia provides a structured program for startup organizations. The team works closely with ATDC to identify startup companies that can help the health system solve real-world problems. The health system benefits from getting access to the latest technology developments, and the startups get the benefit of proving their value in a 'living laboratory' while earning the right to replicate their solution across a growing system of care.

**GA Hospital CIO Cybersecurity Coalition** was formed to create a community of CIOs of hospitals, physician practice groups and healthcare providers so they can exchange ideas and best practices across their organizations to help prepare for and prevent breaches and cyber security attacks. The coalition formed after IHIT worked with 28 CIOs across the state to produce a report entitled, "The State of Cybersecurity Among Georgia Hospitals."

**Morehouse School of Medicine** offers a T<sup>x</sup> Pilot program to support faculty investigators in the development and more rapid implementation of research projects that will generate preliminary data for new discoveries and technologies. Its Transdisciplinary Center on Health Equity Policy Research and Practice Center also supports innovative research studies that focus on addressing the unmet needs of people in communities that are disproportionately impacted by health disparities, hoping to lead the creation of the next generation of health policy leaders.

#### Innovation and Collaboration Centers

**Advanced Technology Development Center (ATDC)**, one of the longest running and most successful university-affiliated incubators in the US, launched a Healthcare Technology Program in 2019. With five locations across the state, ATDC currently supports nearly 180 startup companies, of which about 28% are focused on healthcare, medical devices and digital health technology, also according to the TAG Digital Health report.

**Atlanta Tech Village (ATV)** has been the home to hundreds of technology startup organizations since its inception in 2012. The ATV ranks among the top five largest tech hubs in the nation, currently housing more than 1,100 people and 300 startups, with approximately 10% of these startups being focused on digital health, according to the TAG Digital Health Society report.

**Anthem Innovation Studio:** As a Fortune 50 health benefits company serving 72M people, Anthem has a multi-disciplinary team that is focused on creating new capabilities to enhance the healthcare consumer experience, manage the cost of care, and facilitate provider collaboration. The Innovation Studio in Atlanta's Technology Square is one of only five centers in the country.

**Augusta University – Office of Innovation Commercialization** is collaborating with IBM and Emory Health System on how advanced Artificial Intelligence (AI) techniques can be used to solve intricate health problems like chronic kidney disease and cardiovascular predictions.



**Center for Global Health Innovation:** The Metro Atlanta Chamber, Deloitte and the Georgia Global Health Alliance joined forces to position Georgia as the “center for global health,” which includes creating a health innovation hub in the heart of metro Atlanta to bring together government entities, non-profits and private businesses to positively impact healthcare issues, such as disease eradication, economic development and global public health emergencies.

**Emory Healthcare Innovation Hub**, was established in 2018 to help connect Emory Healthcare, one of the nation’s most comprehensive academic health systems, with innovative technology providers to develop, test and implement digital health technology solutions. In addition to its founding partner Sharecare, global companies Verizon, Cerner, Konica Minolta Healthcare, Novo Nordisk, Philips, and Stryker are also partners.

**Georgia’s Department of Economic Development** is directly supportive of the state’s digital health community, as evidenced by being the only state to purchase and host a pavilion at the national HIMSS conference to showcase its strong ecosystem of digital health companies.

**Global Center for Medical Innovation (GCMI)** is focused on helping direct the development, testing, training and commercialization of innovative medical products that improve quality-based outcomes and delivery of healthcare for patients. With its 12,000 square foot medical device design and prototyping center, GCMI helps innovators, entrepreneurs and new product teams bring ideas to market faster. In addition, GCMI has established a partnership with Rambam Healthcare, the largest healthcare system in northern Israel to help commercialize innovative digital health and medical device companies in the U.S. by bringing them to Georgia.

**Global Health Crisis Coordination Center (GHC3)** was tasked by the CDC Foundation to share information and coordinate resources between public health, private sectors and philanthropic organizations during a public health crisis.

**Russell Center of Innovation and Entrepreneurship** partners with the Atlanta University Center and several Historically Black Colleges and Universities (HBCUs), including Morehouse College, Spelman College and Clark Atlanta University, and Morehouse School of Medicine. As a high-energy, inclusive community with lab-to-market resources for emerging industries, RCIE serves as a catalyst for broader economic and real estate development and progressive social change.

**The Georgia Rural Health Innovation Center at Mercer University** offers the education, community, office space, tools, mentors, student interns, and access to investors that can take an idea from conception to market. Working with organizations such as the Advanced Technology Development Center and the Atlanta Technology Village, the Mercer Innovation Center contributes to making Georgia one of the leading centers for healthcare IT.



## Appendix Georgia's Funding Community:

Provided by Atlanta Inno, 2020 and the IHIT Funding Work Group

**Atlanta Seed Company** works with about 100 high net worth individuals as LPs and rather than asking them to pledge to a blanket fund, Atlanta Seed gives each investor the option of coming in or passing on individual rounds.

**Atlanta Technology Angels** – Atlanta Technology Angels is one of the more venerable angel groups in the Southeast. Members typically make seed and early-stage investments between \$150,000 and \$2 million. Investments include Wisegate, Predikto, CodeGuard and TerraGo.

**Atlanta Ventures** – Atlanta Ventures is run by Atlanta entrepreneur David Cummings, who founded Atlanta Tech Village. Atlanta Ventures focuses on SaaS investments, and leverages its relationship with startups working in Atlanta Tech Village to source investments. Portfolio companies of Atlanta Ventures include SalesLoft, SingleOps, Terminus Software and Calendly.

**BIP Capital** – BIP Capital is a venture investor making both early stage and growth stage investments that has raised four funds and invested almost \$200 million over the past ten years. The firm has been ranked by CB Insights as Georgia's most active VC firm the last two years. In 2017, BIP Capital made investments in 2080 Media, Gro Solutions, Car360 and MLevel.

**BLH Venture Partners** – BLH Venture Partners is an early stage venture fund that has focused on SaaS, e-commerce and consumer internet investments. BLH has led investments in Atlanta startups like UserIQ, StrataCloud and Salesfusion.

**C&B Capital** – C&B Capital is the venture arm of Atlanta investment banking firm Croft & Bender. Focusing primarily on the Southeast, most of C&B Capital's past and current portfolio companies are based in Georgia and surrounding states. Some of their investments include AppForge, Gro Solutions, REACH Health and ControlScan.

**Centerview Capital Technology** – Centerview Capital Technology is the venture arm of the investment bank Centerview Partners. The firm opened an Atlanta office in 2016 and tapped former AT&T CEO (and Knoll Ventures founder) David Dorman to head up its operations. The firm has made six investments from its first \$200 million fund and plans to raise a second fund soon. Atlanta-area investments by Centerview Capital include Luma and SecureWorks.

**Cox Enterprises** – Cox Enterprises is a global company with approximately 55,000 employees and \$21 billion in revenue. Cox remains a values-driven private corporation that can invest in long-term growth and is proud of its four-generation family leadership.

**CTW Venture Partners** – Focused on seed and early stage companies, CTW Venture Partners makes \$1-3 million investments in Atlanta startups. Investments include SoftWear, Sarvint Technologies, CodeGuard and Virima Technologies. CTW is led by Raj Rajan, an Atlanta-based entrepreneur and investor.

**Engage Ventures** – Engage Ventures was founded in 2017 as part of a commitment from 10 major corporations to invest in Atlanta's entrepreneurs. Backed financially by AT&T, Chick-fil-A, Cox Enterprises, Delta Air Lines, Georgia-Pacific, Georgia Power, Intercontinental Exchange (ICE), Invesco, The Home Depot, and UPS, the \$15 million fund is the investment vehicle for Engage's accelerator program.

**Eastside Partners** makes growth-equity investments in Vertical SaaS, Healthcare and Tech-Enabled Services companies.

**Ellis Capital** – Ellis capital is an early stage venture firm run by entrepreneur and investor Bert Ellis. Atlanta-based investments include Synthio, Seqr and Salesfusion.



**Forte Ventures** – Forte Ventures is a venture firm that typically invests \$100,000 to \$3 million alongside corporate or other strategic partners. While based in Atlanta, the firm's investments have varied geographically. Regional investments include Springbot, OpsDataStore and Inform Inc.

**Fulcrum Equity Partners** – Fulcrum Equity Partners is a growth equity firm that typically makes \$5-10 million investments in rapidly growing companies. In 2017, Fulcrum closed a \$204 million second fund and made over a dozen new or follow on investments. Portfolio companies include Atlanta's Synthio, Prepara and QASymphony.

**Georgia Oak Partners** – Georgia Oak Partners focuses on growth equity investments in Atlanta-based companies. The firm prides itself on a local focus, heralding awareness of “regional business environment, prospective customers, executive talent, vendors and advisors, bankers/lenders and other advocates,” as well as billing itself a hands-on investment partner. GOP has invested in fast casual restaurant concepts Farm Burger and Your Pie, as well as Sailfish Boats.

**Gray Ghost Ventures** – GGV is an impact investing firm focusing on areas like microfinance, social venture investment and affordable private schools. The firm has raised three funds, the latest being a \$10 million fund to focus on emerging markets. While based in Atlanta, a bulk of GGV's investments have been international.

**GRA Venture Fund** – The GRA Venture Fund is a public-private investment fund focused on funding research-driven, Georgia-based startup companies. The fund was originally launched by the Georgia Research Alliance in 2009, spurred by \$7.5 million of investment from the State of Georgia. In 2015, GRA raised a second, \$25 million fund and has led investments in local companies such as Urjanet, Soneter, Axion BioSystems and FraudScope.

**Health NXT** – Health NXT is a community of innovators: practitioners, healthcare executives, entrepreneurs, and investors, all implementing real change in the broader access, greater impact in the quality, and elevating exceptionalism in the experience of health.

**Henagan Spencer Capital Partners** – HSCP partners with seasoned management to invest equity, debt and intellectual capital in lower middle-market, Southeastern companies across a range of industries.

**Imlay Investments** – Imlay Investments Inc. is the personal investment company founded by Atlanta investing legend and philanthropist John P. Imlay, Jr. The fund founded alongside the Imlay Foundation in 1990, and is currently managed by Sig Mosley, the venerable Southeastern investor. Imlay Investments has invested recently in Urjanet, Damballa and 2080 Media.

**Invest Georgia** – A local government authority that strives to advance Atlanta's global competitiveness by growing a strong economy, building vibrant communities, and increasing economic prosperity for all Atlantans.

**Judge Ventures** – Paul Judge is the founder of Luma, the Atlanta home wifi tech startup that recently sold to Newell for more than \$10 million, as well as the co-founder of TechSquare Labs. As an angel investor, Judge runs Judge Ventures and has made investments in companies like Monsieur and Ionic Security.

**Kathryn Finney** – Kathryn Finney is the founder and managing director of digitalundivided (DID), an Atlanta social enterprise venture “that fosters economic growth through the empowerment of Black and Latina women entrepreneurs using innovation as a tool.” She is a former general partner in the Harriet Fund, which focused on supporting Black and Latina women founders.

**Kinetic Ventures** – Kinetic Ventures, which is split between Atlanta and Chevy Chase, MD, has made dozens of venture investments since its founding in 1985. The firm typically invests in companies who are raising their first \$1-5 million in capital, and has claimed several successful exits. Some Atlanta-based investments of Kinetic include, Predictix, Cardlytics and HotSchedules.



**Knoll Ventures** – Knoll Ventures was founded by former AT&T CEO David Dorman, and has led investments in Seqr and Firethorn (which had a \$210 million exit to Qualcomm in 2007), and counts companies like Luma and Terminus Software among its other investments.

**Leaders Fund** – Leaders Fund focuses its investments on B2B SaaS companies. LF has offices in Atlanta and Toronto, and looks for companies that can benefit from their presence and connections in those markets. Some of Leaders Fund's recent investments include Atlanta's CallRail, Flashpoint (New York, NY) and Top Hat (Toronto, Canada).

**Loeb Enterprises** – Loeb.atl is a new venture collective created to invest in and scale Atlanta-based startups into dominant market leaders

**Michael Cohn** – Michael Cohn is a managing director at Techstars ATL and also an early stage investor. Some of his investments include MessageGears and RoadSync.

**Mosley Ventures** – An early stage venture investment firm, Mosley Ventures focuses primarily on Georgia and other Southeast startups in security software, mobility and wireless, big data and healthcare IT. The firm is run by Sig Mosley, who has been described as “The Godfather of Southeast Angel Investing” and who also manages Imlay Investments Inc.

**No Limits Ventures** – Run by Raj Choudhury, an Atlanta entrepreneur and investor, No Limit Ventures has made early stage investments in companies like Cooleaf, HubLogix and Converge.

**Noro-Moseley Partners** – Noro-Moseley Partners (NMP) is an established venture capital firm that has been active since 1983. NMP focuses on IT and Healthcare IT investments and typically invests \$5-10 million in Series A or B rounds.

**Payman Pouladdej** – Payman Pouladdej has made some early stage investments that have paid off big. Pouladdej was an early investor in second life-style platform MyMiniLife, which was sold to Zynga and used to power the popular game Farmville, an investor in Aviary, the photo editing software that was acquired by Adobe in 2014, and one of the first investors in Etsy. According to Crunchbase, he has made a few recent investments, though it doesn't seem much of his investment has been local.

**Stanley Ventures** – Stanley Ventures is the venture capital arm of Stanley Black & Decker. The firm's goal is to deliver cutting-edge innovations to SB&D through strategic investments and by bringing the corporation's resources to the startup ecosystem. The two-year-old firm currently has 11 companies in its portfolio, including DreamHammer and Prieto Battery.

**Switchyards Fund** – The Switchyard Fund is associated with Switchyards, the downtown coworking space and accelerator focused on B2C startups. For now, the fund will only be investing in companies that graduate from Switchyard Studios, the 90-day accelerator that Switchyards operates for one consumer-focused startup per month.

**Tech Square Ventures** – Based in the complex that shares its name, Tech Square Ventures is an early stage firm focused on investing in cloud and IoT technology, as well as university spinout startups. The firm has led investments in companies such as PreTel, UserIQ and Cypress.io. Tech Square's leadership team is also helping manage the new Engage Venture Fund.

**Techstars Atlanta** – Techstars Atlanta, in partnership with Cox Enterprises, is an accelerator focused on providing entrepreneurs with the resources and network to build meaningful enterprise technology companies and enduring consumer brands.

**TechOperators** – TechOperators is a software-focused early stage investment firm that typically makes \$2-4 million investments in companies located in the Southeast. TechOperators has raised two funds, the last one being a \$100 million fund that closed in 2013, and focuses more specifically on cybersecurity and B2B software startups. Recent investments have included Predikto, Orderly, Evident ID and SalesLoft.



**TTV Capital** – TTV Capital is an established venture fund focusing exclusively on fintech investments. Active since 2000, TTV has raised four funds (the latest a \$93 million fund announced in 2017), made dozens of investments and had over 20 exits. Portfolio companies include Springbot, Gro Solutions, Connecture and DoubleNet Pay.

**Tyler Scriven** – Tyler Scriven is a managing director at Techstars ATL and formerly was on the leadership team of Palantir. As an angel investor he's supported companies like Sequor, Storj Labs and RoadSync.

**UPS Strategic Enterprise Fund** – As the venture arm of the Atlanta-based Fortune 500 company UPS, UPS SEF looks to invest in companies with promising innovations in shipping and logistics. The fund has been active in recent years, with investments in local companies like Kabbage, Ally Commerce and Fast Radius.

**Valor Ventures** – Valor Ventures is Georgia's first female-led venture capital firm and focuses in early stage investments in companies outside of Silicon Valley and other tier one innovation hubs. Valor also manages Startup Runway, the largest pitch event for diverse and minority founders in the region, and publishes Female Entrepreneurs magazine.

**Vocap Investment Partners** – Vocap is a growth stage venture capital firm headquartered in Atlanta with a second office in Vero Beach, Florida. The firm focuses on Series A and B rounds and portfolio companies include several local startups, such as Synthio, BlueRidge and Bridgevine. Mike Becker, Chairman of Venture Atlanta, is Vocap's Atlanta-based managing director. The firm also primarily focuses on opportunities on the East Coast and specializes in B2B software, technology-enabled businesses and healthcare IT.





## Appendix: List of Georgia Digital Health Companies Receiving Funding

Provided by PitchBooks Data and Crunchbase

**Brightree**, a post-acute care business management software provider, was funded by Boston-based Battery Ventures and sold to one of its strategic partners, California-based ResMed, for \$800M in 2015. The company still maintains hundreds of employees in the Atlanta metro area.

**Cotiviti Holdings**, a publicly traded company that focuses on payment accuracy and analytics driven solutions, was acquired by Verscend Technologies out of Massachusetts for \$4.9B in 2018. The company maintained its global headquarters in Atlanta.

**Illuma**, a patient/physician matching technology company, has raised nearly \$5M from a variety of VC firms but received its initial funding from Atlanta Seed Company.

**Ingenious Med**, a provider of point-of-care tools that optimize physician productivity and hospital performance, received nearly \$14M in funding from angel investors and VC firms in and outside of Georgia over the course of several years. The company sold for \$110M to North Bridge Growth Equity out of Boston in 2014.

**Medsur**, a women's health innovation company, graduated from the Create-X Georgia Tech accelerator program in 2019 with \$4,000 in seed money.

**Oncolens**, a provider of cancer center automation solutions, has received \$3.85M from multiple rounds with Atlanta-based BIP Capital and Atlanta Tech Angels.

**PatientCo**, a patient-payments technology provider, raised more than \$30M from multiple VC firms both in and outside of Georgia, including its 2018 round that was led by private equity player Accel-KKR that has a large presence in Atlanta.

**Pursuant Health**, a kiosk-based technology provider focused on engaging individuals in retail locations like Walmart and CVS stores to better manage their health, raised nearly \$36M from a variety of investors, including ATA, ATDC, Anthem and several large VC firms outside of Georgia.

**Qgenda**, a physician and clinician scheduling software provider bootstrapped its business in Atlanta before raising private equity funding. The company has also made several strategic acquisitions as they continue to grow.

**REACH Health**, a virtual care technology company, raised \$26.2M from several large Georgia-based angel investors and VC firms. The company has its roots at the Medical College of Georgia and received early funding from the Augusta University Endowment Center. REACH was acquired by California-based InTouch Health, an enterprise telehealth technology company in 2018 for an undisclosed amount.

**Rimidi**, a clinical decision support provider, raised more than \$10M from VC firms and angel investors from both in and outside of Georgia over the past several years. The company also joined several healthcare accelerator/incubator programs, based in GA, MA and NY.

**Sharecare**, a health and wellness engagement platform, has raised more than \$400M since its inception in 2012 from a variety of investment firms, all of which were located outside of Georgia. Sharecare maintains its company headquarters in Atlanta.

**Trella Health**, a post-acute care data intelligence solution provider, has raised \$5M from Georgia-based BIP Capital in multiple rounds from 2017-2019.

**Vital Software** (Healthcare Technology Systems) has raised \$6.2M over the past two years from its founder and a group of angel and VC firms.