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From the San Francisco Business Times:

<https://www.bizjournals.com/sanfrancisco/news/2019/05/23/symphonyrm-health-care-artificial-intelligence.html>

How this Palo Alto-based startup is betting big on AI to make health systems more personalized

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Amid a boom in artificial intelligence investments, SymphonyRM is looking to break down the silos of health systems' data and manage everything from patient health to in-hospital experience.

Armed with \$10 million in funding, the rapidly growing Palo Alto-based startup sifts through a mix of marketing, charitable giving, medical record and insurer data to provide health systems with analytics on personalized "next best actions." The coordinated effort across departments can cut costs, improve health quality measures and drive retention rates, among other improvements, SymphonyRM said.

For a diabetes patient, for instance, this could mean compiling in their digital profile that they are past due for an A1c screening, still owe \$25 from their last appointment and need a physical, explained SymphonyRM CEO Mike Linnert. Then the AI can rank what is most critical.

"If (the hospital) is sending out an email, it might include information of diabetes," said Linnert. "Or on the phone, 'As long as I have you, looks like you're past due for a physical.'"

The company is part of the burgeoning bevy of AI investments, with U.S. AI-related funding last year alone hitting \$9.3 billion, up 72 percent from 2017, according to a PwC/CB Insights report.

In particular, SymphonyRM hopes to help hospitals engage with patients as health systems become more results-driven rather than relying on business models centered around simply getting patients in the door. Instead of focusing on the five percent of chronically ill patients that consume over half



SYMPHONYRM
Mike Linnert, CEO of SymphonyRM

of health care, providers need to cater more effectively to everyone, Linnert said.

"Once you do that, data becomes critical," Linnert added. "You have to deliver across the silos of hospitals and need to see what is the most important first."

Founded in 2015, the 50-employee company said it has generated over \$400 million in value for its clients — a variety of health systems big and small — though declined to share how many customers it has. A few currently on board include Derby, Conn.-based Griffin Health and Scottsdale, Ariz.-based Honor Health, with none in the Bay Area. Using a software-as-a-service model, SymphonyRM makes money via recurring monthly revenue from the health systems.

Its Series A funding round earlier this month was led by Menlo Park-based Adams Street Partners. "Helping healthcare organizations leverage AI to improve quality, drive growth and loyalty is critical to competing in today's landscape," Tom Bremner, a partner at Adams Street Partners, said in a statement. "SymphonyRM enables healthcare organizations to orchestrate meaningful patient and provider engagement, at-scale, across every touchpoint."

Coming into healthcare from consumer service, the company's leadership waited a little bit longer than most startups to raise money, said Linnert. His previous work includes time at software company BeVocal and AI-powered marketing firm Persado.

With the funding injection, SymphonyRM is investing in hiring and opening a "Health AI Center of Excellence" in Pittsburgh, Pennsylvania, right next to [Carnegie Mellon University](#), to tap into a new pool of data scientists outside of Silicon Valley.

"Data scientists are rockstars, and health care is ripe for data science," Linnert said.

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