

SUCCESS STORY: BREEZMED

Software Innovation Speeds Medical Treatment



Traci Hancock, director of Maverick Innovations, and Josh Nichol-Caddy, technology commercialization consultant at the Nebraska Business Development Center (NBDC), are helping Stephen Salzbrenner, M.D., advance his idea for a software product that will automate key components of medication selection and authorization. Their assistance has included helping the researcher obtain a Nebraska Department of Economic Development prototype grant for \$75,000.

Dr. Salzbrenner is an assistant professor in the University of Nebraska Medical Center Department of Psychiatry. With help from health software company H4 Technology, Dr. Salzbrenner is developing Breezmed, a software program which solves many of the problems patients and physicians deal with when it comes to obtaining prior authorizations from insurance companies for treatment.

Dr. Salzbrenner, a U.S. Navy veteran who served as a psychiatrist in Iraq during Operation Iraqi Freedom, has been working on his idea for three years. He left private practice to join the staff at UNMC, where he presented his idea to UNeMed, the technology transfer and commercialization arm of the University of Nebraska. By partnering with UNeMed, Breezmed is licensed to Dr. Salzbrenner for commercialization.

He was referred by Joe Runge at UNeMed to Hancock who suggested that Dr. Salzbrenner present his idea to potential developers and investors at “Encountering Innovation,” a pitch event in Overland Park, Kansas. There he met Justus Decher, CEO of MyVitalz, LLC, who connected him with representatives of H4 Technology, the company that is currently turning his vision into a product. Hancock also helped him design customer discovery interviews and his pitch presentation, and finalize a business plan.

“Traci referring me to the opportunity in Kansas really helped take this to the next level and move it forward with H4,” Dr. Salzbrenner says. “Josh [Nichol-Caddy] has also done a lot for me; pages and pages of market research.”

Since the number of medications requiring prior authorization continues to grow, Dr. Salzbrenner says physicians are demanding prior authorization reform in order to improve the quality of patient care and decrease unnecessary expenses. Breezmed is an intuitive tool that helps physicians choose medications that comply with insurance prior authorization requirements. Breezmed’s primary competitor currently is a product that requires denial before activating the prior authorization process, which often delays treatment and can prove frustrating for patients, physicians and other health care providers. Breezmed expects to cut the time spent by physicians and their staff on prior authorizations by up to 75 percent, saving each provider and support staff 6-15 hours weekly on administrative and labor wages, Dr. Salzbrenner says.

He says the NBDC consultants “have been essential for me every step of the way. I am a clinician, not a business person. But, with their help, I’m learning.”

REPORT DATE

- › April, 2019

INDUSTRY

- › NIACS 621999: Ambulatory Health Care Services

CONSULTING

- › Technology commercialization
- › Pitch presentation
- › Networking opportunities
- › Business plan
- › Market research

RESULTS

- › \$75,000 NDED prototype grant
- › H4 Technology partnership

CONSULTANTS:

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