

HEALTH CARE /

By Chris Rauber

Moving data faster than an ambulance

Beyond Lucid Technologies Inc., a brash new startup that moved to Walnut Creek from Pittsburgh, Pa., about a year ago, has unveiled a telemedicine software program to help speed critical patient data from an ambulance to the waiting hospital emergency room.

Its MediView software is designed to relay real-time data during the critical moments following an accident, heart attack, stroke or other time-critical event, speeding care at the hospital, reducing medical errors and saving lives.

It was introduced last week at the mHealth Summit in Washington, D.C., and co-founder and CEO **Jonathon Feit** said it attracted a lot of interest. The startup doesn't have any customers yet, but it does have interested parties, Feit said, noting that in the case of emergency-medical-treatment-related technology no one is willing to buy until the final product is ready — unlike consumer products that can be released in beta phases prior to final release.

But the seven-staffer, two-year-old startup has raised enough cash — including \$188,000 from friends and family, a \$166,500 **National Institutes of Health** grant and \$7,000 in other funding — to keep things going while Feit and crew seek their first customers and a hoped-for Series A funding round.



Feit



crauber@bizjournals.com / (415) 288-4946.
Read Chris' "Bay Area BizTalk" blog postings at sanfranciscobusinesstimes.com ■