

Noble.MD

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Main Line health care technology firm raises \$1.45M for 2 new products

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Noble MD, a health care technology company based in Bryn Mawr, Pa., said Tuesday it has closed a \$1.45 million equity financing and plans to use the proceeds to launch two new products.

Funding was provided by [Safeguard Scientifics](#) (NYSE:SFE) of Radnor, Pennsylvania; [BioAdvance](#), an investor in early-stage life sciences companies, which has offices in Philadelphia and Radnor; and a number of individual angel investors.



Dr. Todd Johnson, Noble MD's CEO and co-founder.

One of the products is designed to facilitate Medicare annual wellness visits. The other is designed to enhance hip and knee surgeries for providers operating under the federal government “complete joint replacement” payment bundle program for such procedures.

“We have been helping our clients build their patient-reported population health databases for years,” said Dr. [Todd Johnson](#), the founder and CEO of Noble MD. “Now we are using that expertise to help our clients directly and immediately enhance their revenue. Patient-reported data is the uncut diamond of health care – it is the key to prospective risk identification.”

The 4-year-old company’s first product, Theo, is a digital health care advisor designed to help providers better understand the full risk profile of their patients. **Patients in a waiting room are given an iPad with the Theo app** that asks them a short series of questions about their health. The responses flag patients with health risks. The data is aggregated for physicians so they can better manage the health of patient populations and support risk-based reimbursement arrangements with government and private health insurers.

The Theo app also provides patients with short videos and other educational information designed to change bad behaviors.

“We meet with hundreds of entrepreneurial teams who understand innovation, but can’t always apply it to health care,” said Shahram Hejazi, a venture partner at BioAdvance. “Noble MD has a team who understands health care, from integrating invisibly into workflow, to increasing revenue, to impact on patient health outcomes. These guys get it.”

Noble MD plans the part of its new investment capital to expand its sales team and support marketing efforts.

John George covers health care, biotech/pharmaceuticals and sports business.