



# Twiage

## Executive Summary

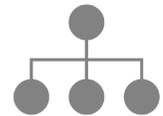
Ineffective and inefficient pre-hospital communication between ambulances and hospitals is a major problem which causes sentinel events (preventable deaths) and delays in treatment of stroke and heart attack. As a result, Twiage was developed to provide novel pre-hospital communication and intra-hospital care coordination technology enabling hospitals and EMS to accelerate life-saving emergency care by reducing the reliance on radio communication. EMS professionals can use Twiage's free and HIPAA-compliant app to send notifications with patient vital signs, symptoms, and interventions to the hospital in seconds, along with photos, additional details in text chats, and digital voice memos.

## Website

[www.twiagemed.com](http://www.twiagemed.com)



**YEAR FOUNDED**  
2014



**TYPE OF ORG**  
FOR-PROFIT



**OFFERING**  
DEVICE OR TECHNOLOGY



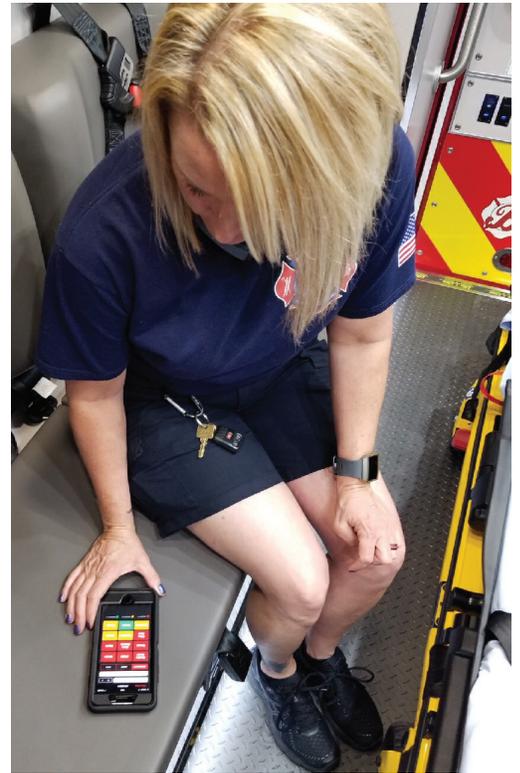
**COUNTRY**  
UNITED STATES  
BRAZIL

# THE STORY BEHIND TWIAGE

The idea of Twiage was born at a healthcare hackathon in Boston, when a physician and EMT among a group of talented people realized there was a huge inefficiency in communication between hospitals and ambulances. They decided to pursue a venture in New York City to solve this challenge. The Twiage name came from the combo word "Twitter for Triage," which meant to use a simple technology reaching a large audience efficiently.

The first version of Twiage was piloted at a community hospital and its local EMS partners outside Boston. The pilot quickly caught the attentions of mainstream media, such as the Washington Post, Boston Globe, and Entrepreneur magazine. As the company grew, many prestigious industry organizations such as the American Medical Association, the American Heart Association, and Cleveland Clinic also gave awards to recognize the novelty and impact of Twiage's solution.

Today, Twiage has powered more than 200,000 ambulance transports and is being used by close to 400 EMS agencies in 12 states. With the help from Innovations in Healthcare, they hope they will bring their innovations to improve emergency care in many emerging countries soon.



## CHALLENGE

Twiage solves the problem of ineffective and inefficient pre-hospital communication between ambulances and hospitals, which causes sentinel events and delays in treatment of stroke and heart attack.

Around the world, paramedics and physicians still rely on antiquated radio transmissions over public channels filled with static and interference to communicate about incoming patient's conditions. In many countries, no early warning system even exists. Without a patient name, EKG, photo, or video, diagnosis is often delayed until the patient arrives, leading to wasted time and costly delays in treatment. Every year, 23 million people worldwide die of heart attacks and strokes, and millions more are left with permanent disabilities.

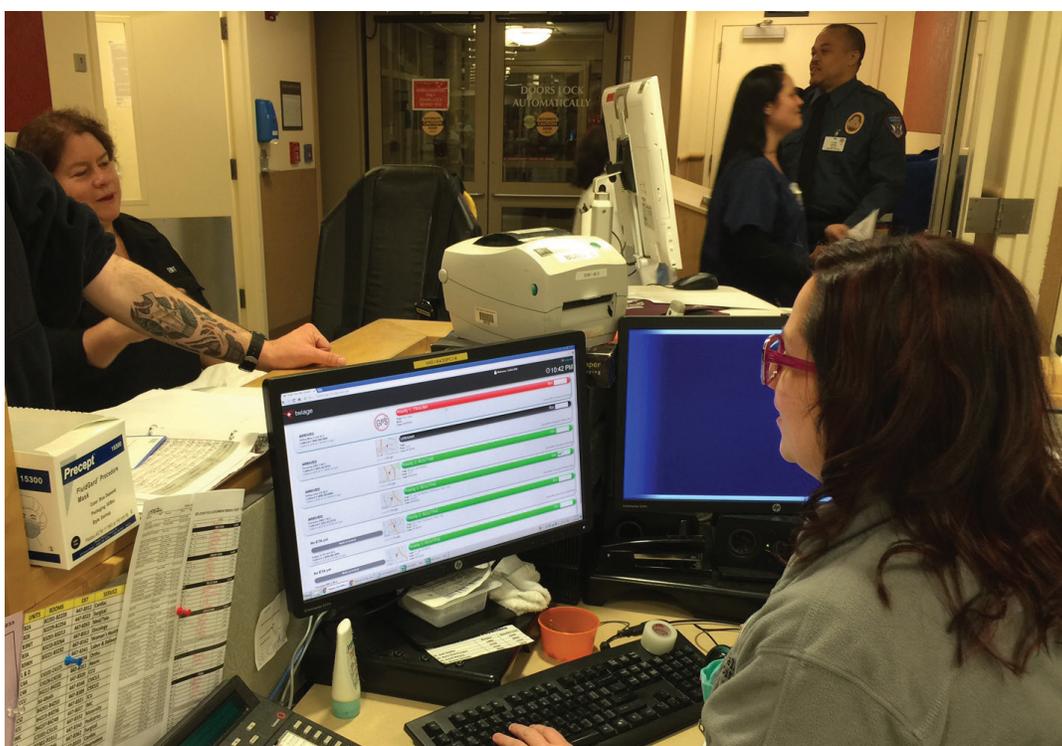
## SOLUTION

Twiage provides novel pre-hospital communication and intra-hospital care coordination technology enabling hospitals and EMS to accelerate life-saving emergency care by reducing the reliance on radio communication. EMS professionals can use Twiage's free and HIPAA-compliant app to send notifications with patient vital signs, symptoms, and interventions to the hospital in seconds. They can also send along stroke symptoms in video, EKGs, medication list, and trauma scenes in photos with additional details in text chats and digital voice memos to allow hospital ER and service line staff to communicate with EMS providers on a single-secured platform. By providing patient IDs with live patient data and GPS-tracked ETA for all incoming ambulances, Twiage helps EMS agencies reduce hospital turn-around times and helps hospitals improve ER throughput and quality performance metrics.

## OPERATING AND BUSINESS MODEL

Twiage sells its Software as a Service (SaaS) solution directly to hospitals and EMS agencies in its targeted market. The infrastructure is cloud-based and highly scalable; the installation can be done remotely for the most part. Twiage also supports its customer success team on the ground to help their hospital and EMS customers implement the service and train their staff. Twiage's solution is being used by more than 50 hospitals and 300 EMS agencies in 11 states in the U.S.

Twiage charges hospitals annual subscription fees for its SaaS services, as well as training and implementation fees for setting up its services. The EMS app is free of charge for EMS providers to accelerate adoption.



## IMPACT

1. Hospital clients (Output) – 70
2. EMS utilization (Output) – Average approximately 13,000 cases a month, more than 200,000 cases since 2016
3. Improvement on door-to-room times (Outcome) – 30% reduction in a study conducted by a client healthcare system
4. EMS wait times (Outcome) – 50-65% reduction in two studies conducted by two client healthcare systems
5. Increase on hospital's EMS volumes (Impact) – Double digit increases in data analysis during a study conducted by a client healthcare system



Last updated March 13, 2019  
Twige provided the source data for this document and is responsible for  
the accuracy of the content.

