



Press Kit

2020



Company Background

Founded in 2017

Triaj is a team with a commitment to revolutionize the diagnosis, treatment, and care of patients through an advanced clinical decision support system for healthcare professionals, that provides best practice, patient treatment which is available anywhere, anytime as a cloud-based, communications network solution.

The concept of Triaj began in 2011 after a request from the military trauma center in Kandhar, Afghanistan for assistance with the care of three children who had stepped on a landmine. Since the combat hospital is a resource with an adult patient care focus and has a pediatric care knowledge gap, access to information at the bedside is an acute need. Triaj was born out of the necessity for Just-In-Time care to save lives..

The first product of Triaj Inc is Triaj which focuses upon pediatric trauma care and which provides a best practice guideline across the continuum of care. The system evolved after extensive research, discussion and trial to create a practical solution to close the pediatric knowledge gap for all healthcare providers.

Medical Errors are the #3 cause of death in the United States. Significant disparity exists in the quality of care provided by healthcare professionals, due to lack of access to “just-in-time,” evidence-based protocols, to a knowledge gap of current practice and to the rapid change in new methods of care. This is especially critical at the early stage of patients with injury, when timely decisions impact life-or-death outcomes. Lack of effective, best-practice protocols throughout the patient care process engenders low quality care outcome, escalates the cost of treatment and fragments the health care system which must absorb new technology, medications and techniques.

The objective of the Triaj Network is to close the pediatric knowledge gap for healthcare providers and to create results such as:

- Provide the highest quality patient care and safety
- Increase the productivity of the healthcare team
- Reduce the cost of care
- Enhance team collaboration and communication

The Triaj system of care is simple, practical, enhances the workflow, will link to the electronic health record, evolves the best practice guidelines in real time, and will Save Lives!

Join the revolution at www.triaj.com



Leadership Team Bios

Martin Eichelberger, MD
President & CEO



EXPERIENCE

Pediatric surgeon and Founder of Emergency Trauma and Burn Services at Children's National Health System

Co-Founder: Safe Kids Worldwide – safekids.org

Global non-profit that focuses upon reducing childhood death rate from injury

Medical faculty at George Washington University

EDUCATION

MD, Hahnemann University School of Medicine

BA, Princeton University

Jane Ball, RN, DrPH
Chief Nursing & Content Officer



EXPERIENCE

Founder and Managing Director: Emergency Medical Services National Resource Center at Children's National Medical Center

Consultant, American College of Surgeons Committee on Trauma (Trauma Systems Consultation and Best Practice Guidelines)

Author of multiple nursing textbooks

EDUCATION

DrPH and MPH, Johns Hopkins University

Bloomberg School of Public Health

Diploma, Johns Hopkins Hospital School of Nursing

Dave Martin
Executive Chairman



EXPERIENCE

Managing Partner 280 Capital Partners

Silicon Valley Technology Company Leader

Systems, Storage, Software

CEO-in-Residence at Warburg Pincus

Executive: IBM, Intersil, National Semiconductor

SV "Brat/Entrepreneur" since 1970

EDUCATION

BSE, Princeton University

Leadership Team Bios cont...

Rick Gehringer
Business Advisor



EXPERIENCE

CIO for the Milken Institute

CIO at Brookings Institution and Westfield Group

Software Business Unit Executive at Trimble with full P&L responsibility, including product management, product marketing, sales and consulting

EDUCATION

MSc – Information and Telecommunication Systems for Business;
Johns Hopkins University Carey Business School

BS – Business Administration, Finance; California State University
Long Beach

Todd Eichelberger
VP Sales & Marketing



EXPERIENCE

Founder/President – Global Sports Enterprise

Global Sr Sales Director – Nixon, Inc

Sales Director – Nike/Haddad Brands

Sales Director – Adidas Group

Sales and Marketing Director – Blastmotion.com

EDUCATION

BA – Princeton University

Executive Certification – M.I.T. – Artificial Intelligence: Implications
for Business Strategy

Executive Certification – FIT2LEAD – Leadership & Team Building

Product Sheet

Triaj Solution Overview

“Expert medical knowledge + complex cloud-based App”

The Triaj SaaS solution and App, consists of world expert, best-practice methods for the healthcare provider team, accessible as a cloud-based application on an Internet-enabled handheld device (iPhone/laptop/iPad).

Designed to enhance team communication and collaboration, the Triaj solution employs a sophisticated Artificial Intelligence user interface based on easy-to-use Checklists, Procedures, and Resources, with rapid access to vital patient and best practices information at the bedside.

The initial Triaj product release focuses upon Pediatric Trauma Care (founder expertise)

The construction of the network and mobile application architecture provides a reproducible infrastructure to include the treatment of medical conditions for patients of all ages

Quick access to vital medical knowledge anywhere, at any time, after an injury to the patient, will reduce the chance of death and disability while it decreases the cost of care

The Triaj platform is an enterprise solution for multiple hospital networks, and an individual educational and informational platform distributed via the Apple App store.



Fact Sheet

- Triaj was founded in 2017
- Available in the Apple App store for IOS (Sept 2020)
- SaaS solution and cloud-based App
- Serves as a “Clinical Decision Support System” for a physician, surgeon, nurse, EMT, or corpsman
- Initial product release focuses on Pediatric Trauma Care
- Medical Errors are the #3 cause of death in the U.S.
- Up to 50% Patient Cost reduction is possible by employing Triaj (PHIS, 2017)
- Increase in nurse time at the bedside with the patient from 26% to 50% as a result of checklist efficiencies (Health Catalyst, 2019)
- The checklist protocols will reduce the occurrence of hospital acquired conditions, such as infection, by up to 55%, resulting in savings of \$750K per hospital (Health Catalyst, 2019)
- 9% reduction in length of stay will result in savings of an estimated \$1M/year per hospital (Health Catalyst, 2019)
- 72 Patent Approvals for Innovative Technology
- Triaj integrates a discharge criteria which will promote timely release from the hospital, and drastically decrease costs to health payers

Testimonials



"Under Marty Eichelberger's incredible drive, strategic thinking and leadership skill, the National SAFE KIDS Campaign and then Safe Kids Worldwide, evolved into over 400 Coalitions in 33 countries globally. The result of his vision and efforts has been a remarkable 61% reduction in child death rate from accidental injury since inception. I am in awe of his talent, ability and passion for saving lives, and am so proud to have been his traveling companion along the way."

- **Frank G. Ziegler, President Emeritus Johnson & Johnson and Safe Kids Worldwide Founding Sponsor**
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"I know Dr. Eichelberger for his superlative leadership, commitment to excellence, drive for success, and heart to provide the best possible care for hurt children. Engaging with Triaj, Inc. has all the hallmarks of wise investment in medical innovation, while providing the opportunity to "do good" for countless children at local, regional, and global scales."

- **Richard Reynolds, PhD, Senior Scientist Emeritus, US Department of the Interior Worldwide Founding Sponsor**
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"TRIAJ will revolutionize the care of children worldwide through the use of just-in-time, world class knowledge in combination with a mobile, cloud application. For emergency staff and especially for the orthopedic surgeon less familiar with the unique needs of the pediatric patient, the result will be increase in quality care, enhancement of patient safety, increase in team productivity and reduction of the cost of care."

- **Richard E. Fleming, Jr., M.D., FAAOS, Past President - Emeritus, Princeton Orthopedic Associates, PA**
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"This network will finally empower us to provide the best possible care to any child at any time in any place."

- **Mary J. Edwards, M.D., Pediatric Trauma Medical Director, Albany Medical Center, COL, US Army (Ret)OS, Past President - Emeritus, Princeton Orthopedic Associates, PA**

Testimonials Cont...



"I have known Marty Eichelberger, MD, the Founder and CEO of TriaJ for many years as a colleague, have respect for his leadership and support the mission of TriaJ.

The TriaJ Clinical Decision Support System has the potential to transform healthcare with many things we need. The platform provides immediate best-practices at one's fingertips and provides a resource via video or phone to ensure patients receive the highest quality of patient care that is safe. Further, it can actually end up increasing referrals to centers that have unique knowledge and talent; this is a holy grail of telemedicine - a seamless experience without boundaries. Healthcare needs the TriaJ solution and the potential is huge.

TriaJ has significant, transformative capabilities which is the reason we implemented a pilot study to assess the system. We are impressed with the ability of the team to be agile to our needs; I was, frankly, surprised by the great interest from the multi-disciplinary teams involved in the pilot which to me demonstrates potential for adaptability and generalizability.

Sincerely,

Rahul K. Shah, MD, MBA

Vice- President, Chief Quality and Safety Officer; Vice-President Medical Affairs
Professor of Surgery and Pediatrics
Children's National Medical Center
George Washington University School of Medicine
Washington, D.C.

Testimonials Cont...



Several staff physicians, nurses and I have evaluated the Triaj Clinical Decision Support System. We believe the technology system is a significant innovation for the care of children.

As each of our team evaluates the system, it is evident that Triaj possesses robust pediatric information and will improve the care of the patient at the bedside with just-in-time knowledge. Valley Children's Hospital is committed to high quality patient care and development of a safe environment which is free from medical errors. Triaj is a new technology platform that provides a practical solution to these challenges.

Triaj provides a platform to educate healthcare providers from our community-based network of hospitals in central California and the Children's Hospital. The hand-held system will provide quick access to information to reduce medical errors, help mitigate medical malpractice and increase the efficiency of our teams.

We have begun to build the groundwork for a successful pilot study, and we are excited about the early successful results.

I appreciate the opportunity to participate in the development of such a unique system.

Douglas Tamura, MD

Medical Director of Pediatric Surgery and Trauma
Valley Children's Hospital

Testimonials Cont...



I have had the fortune to be included by Dr. Eichelberger on this system as it has been developed and trialed at Children's National Hospital. We have been enthusiastic supporters of the System during its development and clinical assessment.

The app certainly has the potential to provide many opportunities to improve the care of children that include the quality of treatment, safety of the patient and coordination among the nurses, physicians, surgeons and hospital.

This far the clinical evaluation has been a success with comments about Triaj such as:

"The scope is amazing, and it is optimal to have the integration of orthopedic content with the rest of the patient."

The app is easy to use, facilitates data management and is an innovation which will improve patient care. The capacity to have just-in-time knowledge at the bedside will expedite care, improve our ability to reduce errors and enhance teamwork.

Matthew E. Oetgen, MD, MBA

Division of Orthopaedic Surgery and Sports Medicine
Children's National

Logo Download

Click the button below to download Triaj logo files.

DOWNLOAD LOGO

Press Release

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FOR IMMEDIATE RELEASE

Annapolis, MD, May 19, 2020

Triaj and uReveal announce their strategic partnership to apply advanced AI techniques to the collection, study and analysis of healthcare information.

*The dynamic partnership will allow the two companies to research the total collection of evidence based healthcare information to establish "Best Medical Practice" for use by the **Triaj**, cloud-based, clinical decision support system. The **Triaj System** includes a mobile application solution for Doctors, Nurses and Hospitals to access just-in-time knowledge to improve the quality of medical care, enhance the safety of the patient and reduce the cost of care.*

In this partnership uReveal will provide the AI Big Data capacity to search and analyze the universe of medical data while Triaj will identify the medical data in selected areas and the Subject Matter Expert (SME) knowledge to guide and understand the results.

The initial release will provide and track guidelines for the full continuum of patient care for the most common trauma and medical diagnoses to include head injury, abdominal injury, femur fracture, hypovolemic shock, malignant hyperthermia, fever, asthma, appendicitis, and diabetes. The **Triaj** SME team will identify the best sources of medical information and concepts in these important areas. The uReveal technical team will apply their platform to data-mine for publicly available "best practice" evidence-based information, in an effort to rapidly scale the content of the **Triaj** application.

AI in Healthcare employs complex algorithms of machine learning and custom software to analyze medical data. Specifically, the ability of computer algorithms to approximate conclusions without direct human input.



Press Release Cont...

The primary goal of **Triaj** is to analyze relationships between prevention, treatment techniques and patient outcomes. These include practices such as identification of a diagnosis, treatment protocol development and the sequence of patient care as a checklist.

According to Martin R. Eichelberger, MD, the Founder and CEO of Triaj: “I have been developing Best Medical Practices for decades and I believe that **Triaj** will provide the information that physicians and nurses need to save lives and improve patient outcomes. As healthcare knowledge continues to evolve at a rapid rate, it has been more difficult to continue to track and share best practices. We believe that by applying uReveal’s advanced, big data focused AI platform, to the **Triaj** platform we will revolutionize healthcare.”

“One of the most significant applications for AI is to study, analyze and report upon the vast collection of healthcare and medical information.” says Mark O’Hare – CEO of uReveal.

Industry analysts predict that AI will be the most significant technology advance of the next 10+ years. Traditional AI problems include reasoning, knowledge representation, planning, learning, natural language processing, perception and the ability to move and manipulate objects. And many experts believe that the most powerful application of AI will come in healthcare.

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About Triaj

The goal of the **Triaj System** is to significantly reduce medical errors--a crisis of safe patient care that exists as the #3 cause of death in the United States-- to improve the quality of healthcare in a high-risk environment. The **Triaj** platform provides a cloud-based, Artificial Intelligence driven, mobile platform to instantly deliver “just-in-time,” medical knowledge and education to 45 million doctors and nurses anywhere in the world.

Triaj is a new Digital Healthcare and MedTech cloud-based app that will save lives and improve the care patients receive through application of a clinical decision support system for doctors, nurses and hospitals: [Triaj Brand Video](#).



Press Release Cont...

About uReveal



uReveal is a new Enterprise AI company with solutions that help obtain business results faster, more accurately and at less cost. The company was founded by world renowned AI technology experts.

The company is at the leading edge of transformative analytics to help organizations harness the full power of Big Data. The user is empowered to work directly with data in it's natural format – not only structured data but also unstructured “textual” information from sources such as documents, reports, emails and web postings.

uReveal has created a powerful AI platform that can unify and organize all “Big Data” for easy analysis. This enables business and Subject Matter Experts (SMEs)... real-time access to the data in a structured and concept organized way. This results in the ability to deliver actionable insights in minutes not months.

www.uReveal.com

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