

Box Builds on Healthcare Momentum With 13 New Ecosystem Partners

The Associated Press

Box today announced that it has expanded its ecosystem of partners across the web and mobile devices to better serve healthcare organizations. The 13 new partners will work with Box to help physicians, payers, patients, and administrators more easily collaborate and securely share information across a variety of use cases and applications. Additionally, Box has teamed up with Dignity Health, the nation's fifth largest hospital system, to spur innovation in patient education with a developer challenge. The challenge calls for developers to build apps for doctors and hospitals to deliver engaging content to patients. The winner will receive a \$100,000 convertible note from The Social+Capital Partnership, a venture capital firm in the Silicon Valley.

"There's a huge opportunity to increase productivity in the healthcare industry by improving the way information is captured, managed and shared," said Whitney Bouck, senior vice president and general manager of enterprise at Box. "With our expanding ecosystem, we're bringing Box and the power of information into entirely new healthcare use cases and scenarios, and attempting to stimulate new innovation with our developer challenge. We're thrilled to be able to support these efforts and to play a role in helping transform an industry that touches so many people's lives."

Healthcare Momentum Since announcing its move into healthcare with initial platform partners and HIPPA compliance in April of this year, Box's sales in the healthcare industry more than doubled. New healthcare customers include SSM Health Care, Tri-Counties Regional Center, Cyberonics, and Safety Management Systems, an Acadian Company. These new customers join hundreds of other organizations -- such as Johns Hopkins HealthCare Solutions and Wake Forest Baptist Health -- in using Box to manage and secure critical information, coordinate care and streamline research and hospital protocols in the cloud.

To oversee Box's expanding ecosystem of healthcare customers and partners, Box recently brought on industry veteran Missy Krasner as managing director of healthcare and life sciences. With more than 20 years of experience in healthcare and health IT, Krasner will lead Box's healthcare and life sciences initiatives. Most recently Krasner was an executive in residence at Morgenthaler Ventures. Previously, she worked in health and consumer marketing at Google, where she was a founding member of Google Health. Krasner also worked for the Bush Administration in the first national health IT office (ONC at the U.S. Department of Health and Human Services) and was a product marketing director at CareScience, a healthcare information technology company.

New Box Healthcare App Partners Box's 13 new ecosystem partners span a variety

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of healthcare applications, including electronic health records (EHR), imaging, workflow automation and access to care:

EHR

CareCloud - a leading provider of cloud-based practice management, EHR and medical billing software and services Informedika - cloud-based solution for laboratory and radiology orders and results that can work hand in hand with an office-based EHR

Imaging

MedXT - a medical image management and collaboration service Nephosity - offers a FDA cleared diagnostic medical image viewer with collaboration features for the iPad

Workflow Automation

Qualaris - enables hospitals to measure compliance with best practices in patient safety using a tablet. HIPPOmsg - a free HIPAA compliant, secure texting application Medikly - helps pharma brands and agencies effectively understand, reach and engage physicians on an individual level PicSafe Medi- allows medical professionals to safely snap, transmit and securely store patient-consented clinical photos Shift Alerts - a patient reminder app for doctors, nurses, and personal support workers VitalHub - provides users with a single unified, intuitive interface into multiple clinical systems

Access to Care

Grand Rounds - a telehealth provider that allows consumers to get virtual consults through their employers PokitDok - health marketplace for consumers to shop for treatment, request price quotes and pay online using health insurance, cash or a health savings account Pocket Anatomy - builds mobile health tools for medical professionals, educators, and students alike

Box and Dignity Health Developer Challenge To drive innovation in patient education, a critical element of the healthcare system, Box, Dignity Health and The Social+Capital Partnership are kicking off a developer challenge. The contest invites developers to build applications on the Box platform to transform the way physicians and hospitals educate their patients. Twilio, Tokbox, Parse and Firebase will also provide challenge participants with full access to developer tools and services to help increase the functionality of submissions. The challenge opens today and runs through January 10, 2014, with the first place winner receiving a \$100,000 convertible note and one month of office space and mentorship from The Social+Capital Partnership. The winning app will also be featured in the Box Apps Marketplace, receive marketing and sales support from Box, and have the opportunity to present the product to Dignity Health's leadership as a potential pilot project.

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Judges of the challenge include:

Aneesh Chopra, Former U.S. chief technology officer, White House Ted Maidenberg, General Partner, The Social+Capital Partnership Aaron Levie, CEO and co-founder, Box Richard Roth, Vice President, Strategic Innovation, Dignity Health

If you have a great product or team who wants to change the way millions of patients are seeking information today, please apply:

www.box.com/healthappchallenge

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