



BRIGHTOUTCOME INC.

“**W**hat should I do?” and “who can help me?” are common questions asked when someone is diagnosed with a critical illness. That is why BrightOutcome is developing innovative software solutions incorporating patient-reported outcomes (PRO) to improve patient care and assist the entire team of providers and caregivers.

PHASE III SUCCESS

Twenty percent of BrightOutcome’s revenue comes from direct sales through contracts with university or clinical center clients.

AGENCIES

HHS

SNAPSHOT

By listening to its end users, BrightOutcome has developed patient and caregiver-centric software tools incorporating patient-reported outcomes (PRO), informing the care team with accurate and real-time PRO information to improve care, and empowering patients and caregivers for disease self-management with tailored education content and community support. The company started with two people and now has grown to a team of ten.

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BrightOutcome has three lead products, supported by early-stage NIH SBIR funding, that take the scientific rigor used in PRO-based clinical trials, and extend these practices into real clinical settings. The company’s patient-centered healthcare applications are designed to enhance lives and improve patient health outcomes. Its web apps and healthcare IT solutions include mobile-friendly websites, Web Services-based integration with EHR/EMR systems, and custom implementation projects.

“In 2002 we originally had a Phase I for developing PRO questionnaires, but due to newly initiated, large PRO-focused projects from NIH that would overshadow this project, the NIH recommended that we look into delivering PROs instead of creating them,” said Niina Haas, Vice President at BrightOutcome. “So we listened, applied and got funding to pursue this new direction. With this new direction, we have identified avenues for our company to grow by listening to user needs. We just started really listening, and it helped us to be successful.”

Many of BrightOutcome’s clients and partners specialize in treating and managing cancer and other chronic health conditions. The company’s ePRO, Patient Portal, and Symptom Management systems can help them better monitor their patients’ health status, needs and concerns, and provide timely intervention when needed while empowering their patients to self-manage the disease with the support from friends and family and community resources. These systems can be configured to support research and care across a variety of populations and clinical domains.

“Doing something that is meaningful and allows creativity helps to keep our team motivated and successful,” adds Haas. “For us, our growth just snowballed by taking outside issues into consideration, looking at the whole problem, and finding solutions all over. Also, developing a strong, diverse team is key to a company’s success. We constantly encourage our staff to challenge the status quo and find innovative and yet practical solutions in team settings together with our partners and customers.”



A strength for the company is patient care during active treatment, but BrightOutcome is also looking into new areas that could benefit from its technology, including cancer screening, stroke recovery and weight management for people with disability. The wellness management and healthcare industries could benefit from new screening tools for new conditions, and new levels and stages of care. The company would like to develop truly comprehensive solutions.

BrightOutcome's core products include three key systems. The ePROmeasure™ Portal & Web Service API is an advanced web-based ePRO solution designed for health providers, researchers, clinical trial managers, and Life Sciences professionals. It offers turnkey ePRO study design, administration, data capture, scoring, and reporting for accurate, affordable ePRO research insights while being secure and HIPAA compliant.

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NIINA HAAS
VICE PRESIDENT

MyCaringCircle™ gives patients a secure location to store their cancer-care information, keep track of their cancer-related events, keep a private journal, and report cancer-related symptoms that will alert their provider to moderate to severe symptoms. It also includes social networking components and further empowers cancer patients and their loved ones by providing access to easy-to-read, reputable, and up-to-date educational materials about cancer and cancer care.

SymptomCareAnywhere™ (SCA) is designed to reduce the burden of self-management for cancer patients in outpatient care settings or at home. The SCA system allows patients to self-report more than a dozen cancer-related symptoms on the Web or by phone, provides a current symptom summary alongside historical symptom charts, and personalizes just-in-time educational content. If symptoms are reported as moderate to severe, a designated care team member will be alerted automatically via email or paged alert.

The company's product pipeline includes an alcohol measure database, a stroke self-management system for stroke survivors and their caregivers, a comprehensive cancer supportive care system connecting cancer patients to their social support and care professionals, a telecoach-based weight management system for people with disability, and a bilingual cancer care solution facilitating the communication between Latino community health workers and patients/caregivers.

“What we've realized in doing our work and talking to hundreds of patients and caregivers is that caregivers have been largely ignored in the marketplace,” says Haas. “It can be an overwhelming role to play, and our tools connect all of the dots and help find ways to increase the overall support network. We kept hearing that people wanted a tool to facilitate communication around ancillary health needs – meals, transport, etc. so that's what we have been working on.”

The company has been awarded with many SBIR grants and contracts from NIH and CDC, including Phase I and Phase II awards from multiple Institutes. BrightOutcome also was awarded a highly competitive and prestigious ARRA Challenge Grant from NCI.

Twenty percent of BrightOutcome's revenue comes from direct sales through contracts with university or clinical center clients. BrightOutcome has also collaborated with over a dozen top-ranked academic institutions and patient care organizations in developing patient-centered healthcare solutions and implementing electronic PRO questionnaires.

The company has headquarters near Chicago, Illinois and has a branch in Arizona. BrightOutcome makes an effort to hire out of the local community and interact locally. The company started with two people and now has grown to a team of ten.