

Model of Excellence Profile – Quantros			
Company Name:	Quantros, Inc.	ICG#	2712
Address:	690 N. McCarthy Boulevard, Suite 200, Milpitas, CA 95034		
Product Name:	MEDMARX		
URL:	www.quantros.com	CEO Name:	Sanjaya Kumar
Business and Product Overview			
Business Information Framework Classification	<i>Applications Models:</i> Benchmarks: Industry Benchmarks		<i>Business Model:</i> Subscription
	<i>Content Models:</i> Clearinghouse and Exchange: Experiential		<i>Distribution Model:</i> Direct Sales
Company Overview	<p>Quantros, Inc. is a software and services provider to healthcare institutions. Their software solutions offer data management, decision support analytics and clinical business intelligence to more than 2,300 US healthcare provider facilities. At a time when improving quality of care and reducing avoidable errors is paramount to our healthcare reform efforts, Quantros' software as a service (SaaS) model helps healthcare organizations optimize their quality improvement, regulatory compliance and cost savings efforts while minimizing IT investment risk.</p>		
Product/Service Description	<p>Quantros has leveraged its expertise in data management and data analytics software to provide its own data products, including MEDMARX, the world's largest comparative database compiled from reported medication related errors and adverse drug reactions. MEDMARX was created by US Pharmacopeia, but was acquired by Quantros. Quantros has used its resources to build up and promote MEDMARX—a “prime the pump” strategy we have seen used by other data publishers. Subscribers have access to the complete MEDMARX hosted system that offers anonymous reporting of adverse drug events (ADEs) and information on actions taken and recommendations to avoid future ADEs.</p> <p>As a clearinghouse for reporting errors and ADEs, subscribers to MEDMARX benefit from access to the aggregated collection of data. MEDMARX includes tools for trends analysis and comparative reporting capabilities across the universe of contributed data or for slices of the data. Also, MEDMARX benefits from a facilitated data input capability available to Quantros clients who can submit data via the Safety and Risk Management (SRM) event manager and have it automatically pushed to MEDMARX.</p> <p>We often recognize data publishers that are moving up the value chain to provide high-value solutions to their audience. In this case, we are recognizing Quantros for expanding its own patient quality, safety and risk management solutions with a data product that provides added-value from aggregated content and data analysis tools.</p>		
Year Founded:	1997	BizDev Contact:	Sanjaya Kumar
Employees:	115	Main Telephone:	(877) 782-6876
Profile Date:	6/11/2010	Primary Market Served:	Healthcare
Ownership:	Private	Funding Source:	Self-financed (w/ early stage VC funding)
MofE Class:	2010	MofE Status:	Nominee