



About IllumiCare

Founded in 2014 in Birmingham, Ala. by a visionary physician and team of hospital IT experts, IllumiCare is dedicated to helping clinicians become better stewards of system and patient resources. Its Smart Ribbon® platform brings clinicians critical, patient-specific data in a focused view for expedited clinical decision making at the point of care, without disrupting clinical workflow. Hospitals around the country are seeing the benefits of decreasing harmful over-utilization: Immediately after go-live, providers drop their spend per admission by \$62-\$176.

To learn more, visit www.illumicare.com.

IllumiCare Quick Facts:

- Founded in 2014
- Headquartered in Birmingham, Ala.
- \$11.8M in total external funding
- Deployed in 250+ facilities across the U.S.
- Partnered with hospital associations, including the Texas Hospital Association and Georgia Hospital Health Services

Smart Ribbon Quick Facts:

- IllumiCare's Smart Ribbon helps to reverse the trends of over-diagnosis, over-investigation and over-treatment of patients.
- The Smart Ribbon has an assortment of apps for health systems to choose to implement for clinicians: Stewardship, Length of Stay, Controlled Substance/PDMP, Care Gaps, Clinical Trial Recruiting and more.
- In addition to IllumiCare-created apps, third-party technology providers work with IllumiCare to create apps for the Ribbon to display their data, such as VigiLanz, UpToDate, and others.
- See How IllumiCare's Smart Ribbon Works in [This Video](#)
- The Ribbon can be customized to user type and patient location so only valuable, actionable data is provided to that user, whether they are a pharmacist or physician; in the hospital, an ambulatory center, or elsewhere.
- The Ribbon is EMR-agnostic, however, it does have integrations with various EMR providers, including Epic, Cerner, Athena, NextGen, AllScripts and Meditech.
- The technology isn't a standard clinical decision support system that requires clinicians to manage alerts and answer prompts. It is designed not to disrupt clinical workflow by affording the clinicians more choice and power in engaging with its information.



About CEO, G.T. LaBorde

G.T. LaBorde is CEO of IllumiCare, bringing over 20 years of entrepreneurial and executive experience in healthcare IT. He is a graduate of Louisiana State University, where he completed his law degree and practiced as an attorney before co-founding his first medical technology company, MedMined, which was acquired by Cardinal Health.



About Co-founder and CTO, Dr. Mukul Mehra

Mukul Mehra, MD, is the CMO and co-founder of IllumiCare and was a practicing gastroenterologist for over 20 years.. As managing partner of his practice, Southeast Gastroenterology, and the Director of Endoscopy at St. Vincent's Health System, Dr. Mehra developed an understanding of the limited access physicians have to cost and risk data. He designed the Smart Ribbon to assist in, not impede, smarter fiscal and medical decision making where physicians can control cost. Dr. Mehra received a MD from the University of Alabama and completed his residency and fellowship at Washington University School of Medicine in St. Louis.