

Startup Spotlight: Trajectory Healthcare embraces analytics



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Startup enables innovative and meaningful ways for healthcare providers to harvest information from data.



(Photo: Provided)

Each week Cintrifuse and Cincinnati.com turn the spotlight on a hometown startup - highlighting the activity and stories around companies getting their start in the Cincinnati entrepreneurial ecosystem.

Trajectory Healthcare, LLC: Startup is a population health analytics solutions company that helps evaluate, improve and design health management programs. The Trajectory Solution offers "at (financial) risk" healthcare providers a SaaS platform that enables innovative and meaningful ways to harvest information from their data to improve all facets of their business operations.

Leadership: Thomas W. Wilson, PhD, DrPH, Founder and CEO; Julie J. Murphy, COO

Founded: 2003- Consulting; 2014- Technology Products

Located: Loveland

Funding: Self-funded

Their story: Trajectory Healthcare was founded in 2003 by Thomas W. Wilson offering consulting services focused on utilizing a unique method of analyzing and optimizing resources based on a new dimension of time called "cohort time." He saw an opportunity to bring the principles of epidemiology to the healthcare data analytic space as an innovative way to improve the health of populations, better optimize resources and reduce overall costs.

Now, 11 years later, the company has developed a SaaS platform solution. The patented Trajectory method and software tools lead to a "change the trajectory" policy (e.g. predicting and targeting high risk individuals for the event, or the subsequent event; using new and current evidence as the basis for healthcare interventions to change the trajectory before or after the event - all designed to "prevent" further complications and extended use of healthcare resources.)

The Trajectory Method looks at population health resource (clinical and financial) data in a method similar to how a doctor looks at individual patient data, from the date of a significant event.

Their promise of improved financial outcomes to healthcare providers is based upon providing timely evidence to decision makers to change the cost of healthcare through programs, predictions, and recommendations that change the delivery of care (not just the health plan or provider contracting terms) and therefore sustainably changing the cost of healthcare.

Julie Murphy, who brings corporate CIO experience to the company, joined Tom earlier this year.

Tom originally moved to Cincinnati from New York to work as the corporate epidemiologist at Anthem Blue Cross Blue Shield. Julie is a Cincinnati native and is very active in the community as she serves on a school board on the west side of town and on the presidential advisory committee at Xavier University. They met through a mutual friend and have been working together since.

The next big milestone for the company is to build and launch a sustainable marketing and sales program for the self-insured employer healthcare market. Tom's advice to others considering a leap to start their own business: "the most important thing you can do in starting your own business is to follow your passions and to look for inspiration in the eyes of your customers."

Learn more: For more information on Trajectory Healthcare, visit the website at trajectoryhealthcare.com.

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