

BUSINESS PROFILE

Under Jana Jones, Gainesville-based RegisterPatient is growing

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RegisterPatient had been selling its online patient interaction tools to individual physicians and practices, but its investors had bigger things in mind to take advantage of rapidly emerging opportunities in health information technology.

To go after large health IT and hospital network customers, the board decided to bring on someone with experience growing a health IT startup company.

Jana Jones was the founding CEO of Shared Health, a subsidiary of Blue Cross in Tennessee that provided patient records to medical practices. Over six years, she grew the company to 55 employees and hundreds of thousands of record views per year. She said she loved being in a startup and Shared Health was no longer a startup.

Through a business incubator in Chattanooga, Tenn., she met Bob Crutchfield of Harbert Venture Partners, who led the venture capital firm's investment in RegisterPatient and introduced her to the opportunity.

"It took about seven minutes to see that David (Williams) and Andy (Selyutin) have really built something that is really the right thing at the right time and the right place," she said.

Williams, a former registered nurse and computer tinkerer from Gainesville, founded the company in 2007 and hired Selyutin, a programmer in the Ukraine who would eventually relocate to the U.S. and serves as chief technology officer.

Williams remains on staff as senior vice president of strategic projects. He is working on a pilot project with the Alachua County Health Department to allow people to schedule appointments online.

What they created that so impressed Jones was both the "guts" and features of the technology — the guts making it flexible and interoperable with other health IT systems so components could be sold as a "bolt-on" features within other applications; the features being patient-friendly online tools such as appointment scheduling, registration, billing, care alerts, health records and prescription renewal



Doug Finger/Staff Photographer
 Jana Jones is the president and CEO of RegisterPatient.

requests.

Jones, 49, was hired as CEO in September 2012 and moved to Gainesville with her three children, working out of a second-floor office in Union Street Station over the downtown Starbucks.

Since Jones took the reins, RegisterPatient has grown from four to 12 employees, opened a software development office in the Nashville area and signed contracts with 10 major national health IT companies used by "thousands and thousands and thousands" of doctors, she said.

The company also has rebranded its product offerings under the name Ingage Patient.

She said the company has already benefited from the Affordable Care Act since it provides incentives for doctors to adopt electronic medical records.

Before working in health IT, Jones worked in both hospital administration and health insurance over 25 years. She was pediatric hospital administrator for Rush-Presbyterian-St. Luke's Medical Center in Chicago and in hospital administration for Mayo Clinic in Rochester, Minn. She spent 18 years in product development with Excellus, a Blue Cross company in upstate New York, where she rose to senior vice president.

She is also a two-time cancer survivor, overcoming lymphoma 16 years ago and melanoma two years ago. She said she is reluctant to make her story as a cancer survivor part of RegisterPatient's story because she is more focused on the business side than the patient advocacy side, but she does see their work as important to improving health care.

"I tend to be very careful of when and how I use that personal information, because that's not why I come to work every day," she said. "It does give me a sense of passion and urgency."

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