



BrightStar
WISCONSIN

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Portfolio Manager

FRED RAASCH
Business Manager

BrightStar announces investment in a job-creating Wisconsin company

MILWAUKEE, Oct. 24, 2016 – BrightStar Wisconsin Foundation Inc. today announced another 2016 investment and would like to welcome Madison-based Moxe Health into its portfolio of Wisconsin early-stage, job-creating companies.

Moxe provides the healthcare market with a more effective electronic health record integration technology that, among other things, automates the exchange of data between healthcare providers and health plans to aid service to high-risk populations.

“Providing a longitudinal patient record is one of the core components of the country’s move to outcomes-based medicine,” said Todd Sobotka, BrightStar’s portfolio manager. “Moxe has designed the “pipes” that clinical and demographic information travels through that allow for more efficient data transfer between providers and payers. The company’s product is being used around the country, bringing a newfound efficiency to our healthcare system.”

It was announced earlier this month that Moxe received \$5.5 million in capital led by Safeguard Scientifics (NYSE:SFE), a Pennsylvania-based growth-capital provider.

“BrightStar’s investment earlier this year was key in allowing us to expand operations, while also putting us in a stronger position to identify and partner with excellent Series A investors,” said Dan Wilson, CEO of Moxe. “In the end, BrightStar helped us bring additional capital into Wisconsin in support of our aggressive hiring plans.”

About the BrightStar Wisconsin Foundation Inc.

BrightStar is a 501(c)(3) non-profit foundation created to facilitate job creation and increase Wisconsin’s economic activity by deploying donated funds into equity stakes in early-stage, rapid growth companies. This new approach will enable the formation of new investment capital in Wisconsin through charitable donations to the foundation.

About Moxe Health

Founded in 2012, Moxe Health enables bi-directional flow of information between payers and providers. The company’s flagship product, Substrate, is an electronic medical record integration solution connecting payers and provider networks, facilitating real-time data exchange among industry stakeholders. Through this exchange of data, provider networks are rewarded with key patient health insights and a reduced administrative footprint. Moxe is based in Madison, Wisconsin. For more information, please visit moxehealth.com.



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