

# as featured in MINNESOTA BUSINESS

LEADERSHIP ▶ OPPORTUNITY ▶ GROWTH

## Physician's Assistant

### 7 Medical Systems provides the technological backbone to healthcare providers

ONE OF THE MAJOR CHALLENGES FOR HEALTHCARE PROVIDERS hoping to take full advantage of electronic data systems has been the high cost of hardware and software. Minneapolis-based 7 Medical Systems, LLC, offers on-demand solutions in the form of outsourced hardware, software and IT services, serving small- to mid-sized hospitals, imaging centers and clinics throughout the United States.

7 Medical Systems—named for the seven layers of the Open System Interconnection (OSI) model, an IT-industry standard which allows different computer networks to exchange data—uses its proprietary network, processes and the Internet to provide on-demand medical imaging services, with pay-per-study pricing and 24-hour Web access to a patient's digital images and reports by care team members. The firm also offers Electronic Medical Record (EMR) and Patient Management System (PMS) services, using per-provider or per-claim pricing. Its systems interoperate with other applications for patient-information sharing between multiple care providers in different locations, including integration to mobile medical devices, such as EKGs.

Founders Jason Studsrud and Hunt Russell launched 7 Medical Systems in July

2005, after acquiring and re-branding a small Bloomington-based IT firm. In fact, 7 Medical Systems is the third IT outsourcing company co-founder and CEO Studsrud has launched. Company co-founder and executive vice president Russell has a background in healthcare sales and marketing.

Studsrud contends 7 Medical Systems' specialized expertise gives it a unique market niche. "There are people who think they compete with us, but we don't know of anyone else in the Midwest who focuses 100 percent on healthcare," he says. "We're not a generic IT outsourcing firm; we have clinical expertise here. I've been doing this [service delivery] model since 2000."

With projected revenue of more than \$2 million for the current year, Studsrud expects 7 Medical Systems to reach the \$4-5 million mark in 2007. The monthly usage fees paid by the clinics and hospitals that use 7 Medical Systems' on-demand services provide a steady source of recurring revenue, Studsrud points out.

The firm is quickly expanding its reach throughout the United States. "We just signed a deal with a physician's group in Boca Raton, Fla., and we've got deals quoted all over the country," Studsrud notes. — Dan Emerson



Jason Studsrud

Photo by Todd Buchanan

#### BIZBRIEFING

**7 Medical Systems, LLC** ▶ Headquarters: Minneapolis

■ Inception: 2005 ■ Revenue: \$2 million ■

Seed capital: \$600,000 ■ Venture capital: none

■ Patents: none ■ Employees: 13 ■

Description: Provider of on-demand healthcare software, IT services and equipment.

■ Web site: [www.7medical.com](http://www.7medical.com)

Management Team ▶ Jason Studsrud, co-founder and

CEO ■ Hunt Russell, co-founder and executive vice

president ■ Jesse Moran, director of clinical applications

■ Jim Pedric, director of telecommunications ■

Loan Gordon, director of marketing



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