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Arizona Bay Invests in Online Healthcare Collaboration Company, BrightSquid

BrightSquid brings open access to medical workflows

(SAN FRANCISCO, CA) February 2, 2009 -- Arizona Bay, a leading venture capital and application development firm, announced today it made a significant investment in online healthcare collaboration company, BrightSquid. BrightSquid joins Arizona Bay's portfolio of innovative companies that, through Arizona Bay resources, can rapidly develop and deploy its' web application.

BrightSquid's web application enables open access to medical workflows that are currently limited to business settings inside enterprise architectures--typically, a hospital or clinical setting. Ubiquitous access to these workflows is completely unique in the medical industry. BrightSquid's collaboration feature allows medical professionals to collaborate with their peers in a social and professional way. This collaboration enables a new type of participatory culture in medicine that has been blocked by the limitation of the technology silos created by enterprise architecture.

"BrightSquid The cost-savings of increased efficiency and an application service provider (ASP) architecture are designed to offset the cost of the BrightSquid web-based service so its sales proposition becomes very easy for these healthcare service providers," said David Graham, managing partner of Arizona Bay. "The collaborative features of BrightSquid software are a value-add proposition to medical service providers; by facilitating the creation of communities BrightSquid increases the value of medical services, promotes customer retention and enables community engagement for research and marketing opportunities."

About Arizona Bay

Founded in 2000, Arizona Bay funds and builds seed stage technology start-ups for the inventor community. Based in San Francisco, California, the innovation capital firm combines investment capital and technology development expertise to rapidly bring unique business ideas and concepts to market. Arizona Bay offers a one-stop shop for funding, product development, strategic guidance, software design, and rigorous market-testing. The firm has a proven track record of identifying concepts and products and actively building them into market-leading products and companies.

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