Helping to build a global market

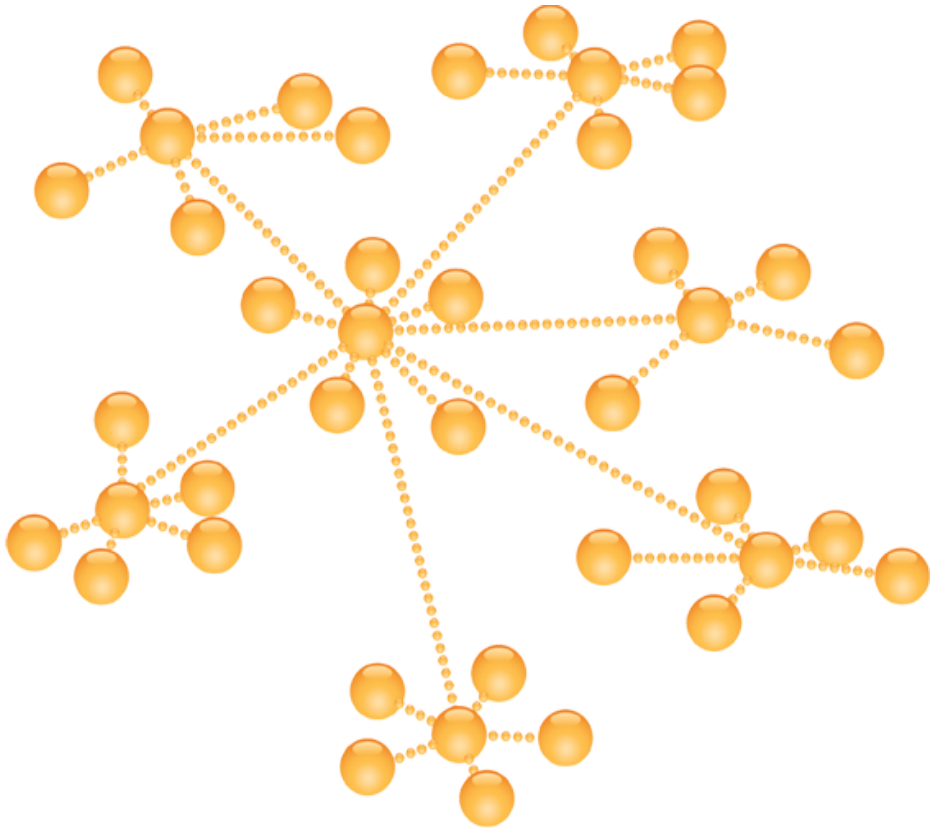
Health care IT: a $500 billion market
The government has begun building an “Internet of health care” that will create a $500 billion market worldwide. But it’s risky to build it using big contractors: they have a history of failure in projects like this.

The Reddix Group: a unique solution
The Reddix Group created and leads a new kind of contract team tailored to this kind of work. It’s a network of small companies that does large IT projects well.

Strong leadership
Our team is run by an award-winning manager of large IT projects, and includes several star companies.

Ground floor at low risk
Work on the “Internet of health care” starts, like the original Internet, within the Federal government. This team is well positioned to do that work, on three Federal contract vehicles totaling $52 billion.

NHIN: the “moon shot” of today



Our government has laid the foundation for building the National Health Information Network: an “Internet of health care.” Like the Apollo missions, this project is highly technical, has never been done before, and absolutely must succeed.

That’s because, as the National Coordinator for Health IT said, “there is no way to transform the health care system" without the NHIN. Health care must be transformed to:

- **Lower costs**
  By making monitoring, treatment, billing, and research more efficient, the NHIN can significantly reduce Medicare and Medicaid costs.
- **Create jobs**
  A health care tech boom could drive future U.S. job growth.
- **Increase exports**
  An “internet of health care” will create a new worldwide market that U.S. companies dominate.

Small companies welcome

To reduce risk and get the NHIN built right, the Federal government is changing the way it does IT contracting:

- **Favoring teams of small companies**
  It's spending $40 billion on health care IT through the CIO-SP3 contract vehicle, and half of that money is set aside for small business—an unheard-of amount.

- **Promoting open standards/open source**
  The Feds have traditionally used proprietary software, but a national-scale network can't be built upon it. IBM, GE and AOL all tried and failed. The Internet, by contrast, was built on open standards/open source, so the CIO-SP3 RFP includes calls for open source experience.

- **Rebuffing lobbyists**
  VistA, the VA's open source health records software developed in-house, is a worldwide success. To protect it, the VA cancelled several projects conceived to replace it with big vendors' proprietary systems.

A new kind of contract team

Traditional Prime + Subs Team

Hierarchical: Organized like a military unit, in a hierarchy with fixed lines of authority.

Exclusive: Locks in subcontractors exclusively. Uses their qualifications to get work.

Backward-looking: Keeps out firms whose technology might displace proprietary systems.

Profit-oriented: Uses the Prime's position to grab high-paying work and maximize profits.

Modern Super CTA

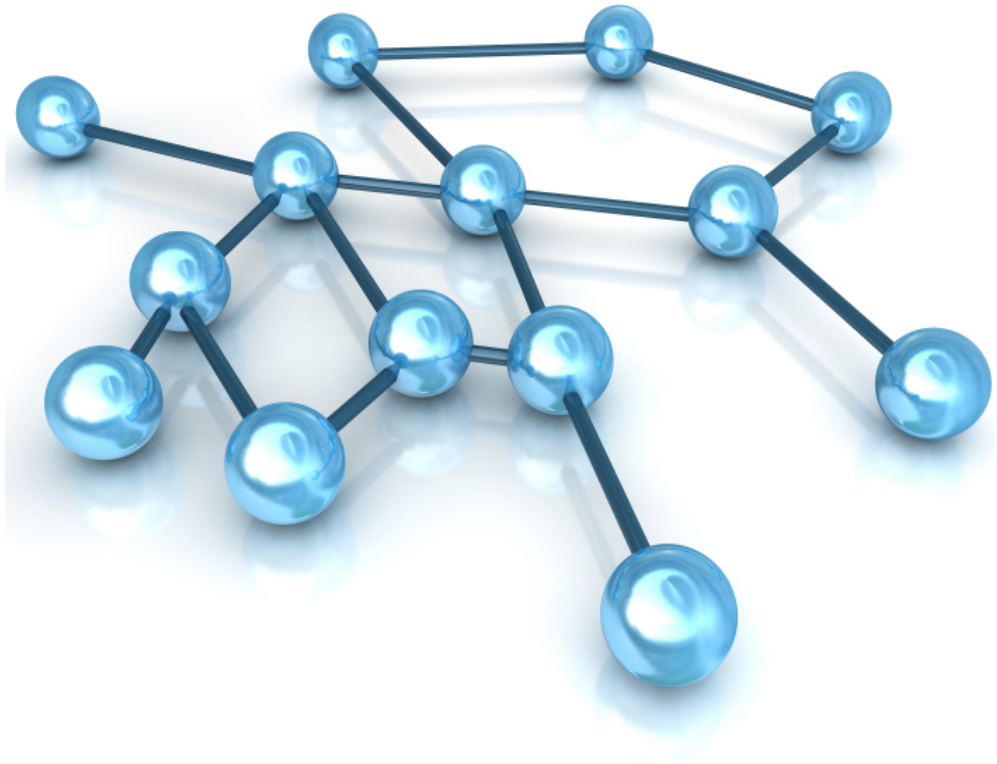
Networked: Organized like a software startup, in a network with fluid lines of collaboration.

Inclusive: Signs up members non-exclusively. Leverages their capabilities to do work.

Forward-looking: Brings on firms whose technology helps create open systems.

Performance-oriented: Assembles the best possible "task team" to complete task orders.

Well-suited to NHIN work



Our Super CTA is tailor-made to undertake large IT projects like the NHIN:

- **Employs open source/open standards**
  "New school" companies that find the team's open structure attractive tend to use open source software and promote open standards.
- **Reduces risk**
  Core capabilities are distributed among many member firms, eliminating a single point of failure and reducing project risk.
- **Enables high performance**
  High-performance tech firms find joining a Super CTA a good deal: they're not locked-in, and the Team Lead's coordination/marketing fee is fair.
- **Fosters innovation**
  Open societies generate more creativity than closed ones; the same goes for open teams.