



BUFFALO NIAGARA SUCCESS STORY

Patient Pattern

Investment: \$355,000 Jobs: 20

COMPANY OVERVIEW:

Patient Pattern is a healthcare start-up company that was originally founded in western Connecticut where it operated virtually. The company has developed a web-based application to alleviate the growing complexity in navigating the health care system and diagnosing and assessing geriatric needs, for elderly patients. Patient Pattern's software gives doctors, home health care providers, health care advocates, family members, and patients themselves a platform to develop highly customized and comprehensive care plans, resulting in greater control and optimal outcomes. Patients, with input from medical professionals and caregivers, undertake a validated assessment through a smart survey. The end product results in a comprehensive care plan that summarizes the patient's current situation, tracks progress or decline and delivers recommendations along the way to improve decision-making and preparedness.

Patient Pattern provides their services to local care management companies, post-acute care programs, hospitals and home care agencies to help them understand how to best care for their complex patients.

PROJECT CHALLENGE:

Upon the completion of its software, Patient Pattern sought a location for launching its completed product. The company saw Buffalo Niagara as an attractive place due to the START-UP NY Program and the potential to align with the University at Buffalo (UB). START-UP NY creates tax-free zones across New York State for new and expanding businesses that partner with a college or university.

PROJECT SOLUTION:

Invest Buffalo Niagara supported Patient Pattern in its relocation to the region by introducing the company to START-UP NY and other potential incentive programs, by assisting with site selection, and facilitating introductions to potential local partners in the healthcare sector.

The high-level computational capacity of UB's Center for Computational Research (CCR), as well as opportunities to collaborate with the School of Medicine and Biomedical Sciences for clinical trials, were key factors driving Patient Pattern's desire to partner with UB.

Patient Pattern will hire 20 people and invest \$355,000 at its new location in the University at Buffalo's Center of Excellence in Bioinformatics and Life Sciences (CBLIS) on the Buffalo Niagara Medical Campus.



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