

CH Mack CEO sees sales bump after rebranding

BY JAMES RITCHIE | STAFF REPORTER

In an examination room with a doctor and a patient, a lot can go unsaid: questions either party forgets to ask, pertinent facts left out of the discussion.

Blue Ash-based CH Mack is trying to amp up the flow of information with its case-management software. And with a rebranding campaign, the firm's CEO hopes to ride health care's technology trends to big growth in coming years.

"I've asked everyone from investors to staff to even customers to see us as a restart," said Chris Boue, who joined the company in January, "to see us in a new light."

The firm renamed its products, invested several million dollars in a next-generation product and created a new Web site, www.chmack.com. Boue believes that the nearly \$5-million-a-year firm will, in four years, have six times the revenue it has now.

The company sells to managed-care organizations, government agencies and health-care systems whose case managers can use them to help patients manage conditions such as diabetes. It currently has about 95 customers cov-



Chris Boue

ering 7 million lives.

CH Mack's software pulls data from sources like electronic medical records and claims databases. Nurse case managers can then, for example, access and track a patient's medications and diagnoses, create calendars and send e-mails.

Boue came to the 16-year-old company, whose primary investors are Draper Triangle Ventures, Fort Washington Capital Partners and Queen City Angels, from Atlanta-based SDS, a health-care technology company now known as HealthPort.

Care management "is clearly going to be a growth area," said Robert Steffel, CEO of HealthBridge, a Greater Cincinnati nonprofit that lets health-care providers electronically exchange clinical results.

"The clear answer out there is for individuals to be activated, to be more aware of their health conditions, what kinds of tests are needed. It's going to be a new horizon," Steffel said.