



Our Vision for Medicine

Making Patient Centric Clinical Records a Reality

About Us

Health Gorilla is a leader in digital health. We are the first online healthcare marketplace to connect all doctors and clinicians with over 9,000+ diagnostic labs and 35,000 radiology centers. Doctors and their teams can instantly place orders, get results, and completely eliminate paper faxes. Uniquely, our HIPAA compliant and ONC modular certified MU2 solution is available immediately at absolutely no charge for doctors and clinicians.

Health Gorilla is replacing the clunky and costly process of lab test ordering – where each doctor must use many separate systems from individual companies to request tests and view results. We’re replacing it with a simple and proven solution – a single nationwide Online Healthcare Marketplace that connects doctors to service providers, streamlining orders, and providing real-time access to results. Approximately 72% of all patient record data is diagnostic test results. All of that data and more is flowing into our system.

Our Story

Our founders knew from experience that when doctors see patients they order tests to support the process of diagnosis. Primary care physicians place as many as 20 or more diagnostic test orders per day. The diagnostic test results come one at a time, by vendor, through different systems including EMR, portals, paper and faxes. Digital content is often reduced to an image, scanned and re-entered.

EMR systems captured the doctors’ office over the past ten years and generally work well “inside the office” for internal note taking and billing. But EMR systems generally fall short in communications outside of the office. Diagnostic vendor ordering from the EMR is usually not available. If available, problems with generic compendiums and single directional interfaces minimize utility. To

THE MARKETPLACE

Our Online Healthcare Marketplace connects Buyers and Sellers in a compliant and secure service with benefits for each member of the Ecosystem.

MOBILITY OFFERINGS

Health Gorilla mobile for Doctors is here. Health Gorilla mobile for Patients is coming soon to the Apple® APP store.

HIPAA COMPLIANT

Our Online Healthcare Marketplace is HIPAA compliant for the protection of Electronic Protected Health Information (EPHI).

SECURE

We connect to every Diagnostic Lab and Radiology Center through secure communications channels.

CERTIFIED MU2

The Marketplace is an ONC Modular Certified MU2 solution. We capture data you can use to manage your compliance against MU2 thresholds.

EMR COMPATIBLE

Our automation allows for the rapid export of patient demographic data from your EMR or Practice Management system.



Health Gorilla™ is the first online healthcare marketplace to connect all doctors and clinicians with over 9,000+ diagnostic labs and 38,000+ radiology centers. Doctors and their teams can instantly place orders, get results, and completely eliminate paper faxes. Uniquely, our HIPAA compliant and ONC modular certified MU2 solution is available immediately at absolutely no charge for doctors and clinicians.

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make matters more challenging most EMR vendors charge a significant fee just to interface with a single lab. Most doctor's need ten or more of these connections for their vendors.

It seemed to us that these problems could well be satisfied by an existing internet based model that already works - the online Marketplace. The Health Gorilla Healthcare Marketplace reduces the time doctors and their staff need to spend on phone calls (chasing faxes) and manual processes. It ties together all of the separate external vendor sources into one entry point for the physician and their team.

Our Vision

There is saying that "software eats the world." It has been eating medicine now for perhaps ten years or so. EMRs have been the first wave of this software growth and dominance. But everything is concentric to the doctor's practice - not the patient. Patients go to different providers, switch providers and have a variety of test results and services from other referred vendors.

A marketplace solves this problem. Data is now organized in a patient concentric clinical view, initially with the doctors and their ecosystem of vendors, and then for the patient directly. Diagnostic vendors also benefit. They can reduce expense in subsidizing EMR connections, eliminate investment in portals that are not used, and focus on their core business which is providing high quality diagnostic tests.

This is the second wave that ultimately makes these records truly portable. Everybody wins. Improved patient care and improved patient outcomes. That's our vision for the Health Gorilla Online Healthcare Marketplace.

