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## What's next for mobile health care company iFirst?

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Luke Joseph, a member of Blue Startups' seventh cohort, is aiming to use smartphone technology so patients can analyze their blood on the move. His next step? Partner with care providers and other industry leaders.

**What's next for iFirst?** We are looking to partner with care providers and other industry leaders, such as the pharmaceutical industry, to demonstrate how our technology can save care providers money while improving the standard of care. When patients can have medical diagnostics performed at home, it saves them a lot of time and enhances their health care. Likewise, if patients are testing at home, costs are dramatically reduced for care providers. We also reduce labor and cycle time, since our diagnostics will be instantly transmitted into electronic medical records, where doctors can quickly respond to the patients' needs. What did take days can now take seconds. We also have the opportunity to make drugs safer and share valuable data with the pharmaceutical industry, which will ultimately improve their products.

**What has been the hardest part of your journey?** iFirst is very fortunate to have a great team that shares a common vision, but it is often challenging to convince others that this vision is an important part of the future of health care. Although



COURTESY IFIRST MEDICAL TECHNOLOGIES

Luke Joseph shows iFirst Medical Technologies' smartphone technology.

this was initially harder, it is getting easier as we learn the details of the problem and how our vision fits into the solution. It is also helpful to have those on the team, such as our COO, who have been successful in health care startups. His experience has proven to be critical in fitting the vision with the product and how this relates to our customer.

**What do you hope to achieve in the next year?** We plan to complete our technologies transition into the commercial market by customizing our existing design for our intended customer. Once the product is fine-tuned to our market, we will partner with industry leaders and demonstrate our products' capabilities. Hawaii is the ideal place to perform pilot programs and it is also an ideal place to perform clinical trials. In the next year, we also anticipate receiving FDA 510(k) clearance on our point of care coagulation analyzer.

**What piece of advice would you give to someone looking to start a company?** I would encourage people to start with multiple ideas. From there, do your homework and see if there is a potential market for the idea. Then, ask if this market can grow and can your product scale. For instance, our first product will be for testing blood coagulation, however, we will grow into other medical diagnostics and eventually have a full line of disposable diagnostic cartridges that can be read by a smartphone. So don't plan to be a one-hit wonder and have a long-term vision for what will happen after your initial success.

For more about iFirst check out PBN's print edition.

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