



2023

# Media Kit

## MEDIA KIT

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# About Collette Health

Collette Health (formerly MedSitter) is the next generation of high-acuity virtual care. Collette Health's unique offering is its continuous clinical surveillance system, which seamlessly integrates virtual monitoring, virtual clinician observers, and advanced analytics. Collette Health uses these technologies together to enhance patient safety, improving the overall patient experience, and increasing patient satisfaction.

## 10:1

observation  
ratio

Hospital staffing shortages have presented significant challenges in meeting patient needs. Collette Health provides a solution by augmenting nursing staff with a 10:1 virtual observation ratio. This innovative approach empowers clinicians to effectively manage and monitor multiple patients, ensuring comprehensive and personalized care for each individual.

## 150

hospitals and  
health systems

150 hospitals and health systems trust Collette Health's cloud-based video surveillance software, virtual clinical observers, and actionable analytics to identify and intervene the highest-acuity patients, positively impacting patient experience and HCAPHS scores.

## AI

AI-empowered  
presence

Collette Health's AI-empowered presence detection tool ensures that patients under observation are never ignored by their observers.

### Collette Health's solution helps clinicians to:

- ▶ Proactively respond to high-acuity patient needs
- ▶ Positively impact patient experience score
- ▶ Offset high-acuity costs



# Meet the Team



## Holly Miller



### President

Holly Miller is a dynamic healthcare IT leader, currently serving as the President of Collette Health, where she leverages her profound expertise in business scaling, stakeholder value creation, and complex problem-solving. For over 20 years, she has driven revenue growth in the acute and post-acute SaaS sectors. Miller's previous experience includes Chief Revenue Officer at PlayMaker, which led to a successful acquisition by Trella Health, backed by Cressey & Co. A fervent advocate for the digital transformation of healthcare, Holly is dedicated to implementing virtual care solutions and focusing on clinician experiences as pivotal strategies to mitigate the growing challenge of clinician burnout, thereby improving the experiences of both patients and providers.



## Nicholas Luthy



### Chief Product Officer

Nicholas Luthy is the Chief Product Officer at Collette Health, a role he has held since September 2021, following a brief tenure as the VP of Products. Nicholas' technological expertise was fostered at Interactive Digital Solutions, Inc., where he served as Chief Product Officer and earlier as VP of Products and Marketing for over six years. Under his guidance at Collette Health, the team has focused on scalability and performance, making significant strides in cloud-based video and the emerging field of AI. Outside his work, he volunteers with underprivileged children, earning the Ruth Freund Award from "Motivate Our Minds," an educational program that helps children and families grow and flourish.

# Accolades



CUSTOMER RATED

Emerging Solutions  
Spotlight



KLAS Research

## Collette Health Virtual Patient Observation Emerging Solutions Spotlight 2023

July 2023

[READ THE REPORT](#)

# Case Studies

**How Reid Health Decreased their Fall Rates by 32% with Collette Health**

Collette Health is a remote patient observation tool that allows one observer to watch up to ten patients at one time. Reid Health chose to work with Collette Health to enhance clinical workflow efficiency and improve patient safety. After their success with Collette Health in 2020 and 2021, Reid Health increased their number of Collette Health carts from ten to thirty in 2022.

**About the Client**

Reid Health is a 271-bed regional care facility located in Richmond, Indiana. At present, the hospital serves approximately 280,000 people within an 8-county region. They installed Collette Health as part of an ongoing organizational effort to operationalize and leverage technology to aid in efficient resource utilization.

**32% ↓**  
Reduction in Fall Rate per 1000 Patient Days Since Collette Health's Inception

**21% ↓**  
Decrease in Direct Care Sitter Hours since Collette Health's Inception.

ColletteHealth

*"Collette Health is a welcomed resource that allows us to 'be in two places at once.' Families feel like they have more flexibility because they know their family member is being watched closely by a care team member."*

— ZACHARY MOGLE  
Clinical Manager - Nursing Support  
Reid Health

Reid Health | April 2023

## How Reid Health Decreased their Fall Rates by 32% with Collette Health

DOWNLOAD NOW

**Finger Lakes Health Reduces Fall Rate by 32% with Collette+ Staff**

Collette Health is the next generation of high-acuity virtual care. Finger Lakes Health chose to work with Collette Health primarily due to the staff augmentation provided by Collette+ Staff. Collette Health virtual observers handle 100% of the virtual patient observation at Finger Lakes Health. Since installation, fall rates have dropped significantly.

**About Finger Lakes Health**

Collette Health is primarily used at Geneva General Hospital (GGH). Founded in 1859, GGH is a part of Finger Lakes Health. It is a 172-bed general acute care hospital providing both primary care and a full range of secondary level services to residents of the Finger Lakes region in Upstate New York.

**32% ↓**  
Average Reduction in Fall Rate Since Collette Health's Installation

**58% ↓**  
Fall reduction for February 2023 as compared to February 2022

ColletteHealth

*"We were looking for a solution that would support patient safety without putting yet another task on our nursing team. Collette Health was the only virtual observation solution that provided staff support. The results speak for themselves. We could not be happier."*

— ARDELLE BIGOS MSN, RN,  
CNRN, NE-BC  
and Chief Nursing Officer at Geneva General Hospital

Finger Lakes Health | July 2023

## Finger Lakes Health Reduces Fall Rate by 32% with Collette+ Staff

DOWNLOAD NOW

**How CentraCare Transitioned to Collette Health Remote Patient Observation in 8 Business Days**

CentraCare, an integrated health care system in Central Minnesota, was looking to upgrade their patient observation system. They took customer support into strong consideration, preferring to have a help desk they could call directly rather than dealing with an email ticketing system that is often slow and cumbersome.

After deliberation, CentraCare chose to implement Collette Health remote patient observation for our proactive approach to patient safety and our end-to-end clinical and technical support. Collette Health implementation had to happen quickly to avoid an interruption in patient observation delivery. Our implementation timeline was drastically accelerated from the standard 6-8 weeks to 11 business days.

**We did it in eight.**

ColletteHealth | CentraCare

CentraCare | March 2022

## How CentraCare Transitioned to Collette Health Remote Patient Observation in 8 Business Days

DOWNLOAD NOW



# By the Numbers

32% ↓

On average, Collette Health clients see a 32% drop in their in-patient fall rate



14K

In Q1 of 2023, remote observers reported more than 14K avoided falls

Collette Health is significantly less expensive than 1:1 observation. 50,000 hours of observation with 1:1 observers at \$19/hr will cost \$950,000. The same amount of observation under Collette Health will cost just \$95,000.

**That is \$855,000 in realized savings**

21% ↓

Since using Collette Health, Reid Health has seen a 21% decrease in direct care sitter hours



98.8%

98.8% of alerts have successfully led to observer redirection



## CONTACT US

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### Media Contact

[ColletteHealth@growwithfuoco.com](mailto:ColletteHealth@growwithfuoco.com)



14701 Cumberland Rd, Suite 400  
Noblesville, IN 46060

(317) 550-1778

[info@collettehealth.com](mailto:info@collettehealth.com)